



**E-Book**

# 5 EASY TO IMPLEMENT OFFLINE MARKETING STRATEGIES

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Non-digital marketing strategies are often forgotten in an increasingly digital world. Physical materials such as brochures and direct mail provide a tangible connection to the brand that cannot be replicated online, while events and trade shows provide customers with a unique and memorable experience. Non-digital strategies offer complementary benefits to digital marketing and can reach a wider audience. By combining both traditional and digital marketing methods, businesses can increase their brand exposure, build credibility with potential customers and stand out from the competition. Implementing a mix of marketing strategies also allows businesses to reach customers who may not be responsive to digital channels and reinforces messaging to strengthen brand recognition and recall.



## Networking

Networking allows individuals to make meaningful connections with potential customers, suppliers, and industry professionals.

Here are five ways to effectively implement networking into your marketing strategy:

## **1. Attend Events and Conferences**

Attending relevant events and conferences is a great way to meet potential contacts and make connections. Participate in group discussions and actively engage with attendees to make a positive impression. Make a list of relevant events and conferences in your industry, and plan to attend a few each year.

## **2. Utilize LinkedIn**

LinkedIn is an excellent platform for connecting with industry professionals. Join relevant groups and participate in discussions to make connections and build your professional network. Regularly update your LinkedIn profile and share relevant content to increase your visibility.

## **3. Volunteer for Organizations and Associations**

Volunteering for community organizations or industry associations is a great way to meet new people and build your professional network. Offer to help out with events, join committees, or offer to speak at meetings.

## **4. Host Events**

Hosting events, such as dinners or networking events, can be a great way to meet new people and build relationships. Invite industry professionals and potential customers to attend and provide a relaxed atmosphere for conversation and relationship building.

## **5. Follow Up**

After meeting someone, follow up with a personal note or email to remind them of your conversation and further build the relationship. Offer to help or provide resources where appropriate. Stay organized and keep track of the people you meet and the conversations you have so you can effectively follow up in the future.

Networking is a vital component of your marketing strategy and can help build relationships, increase brand exposure, and create opportunities for growth. By implementing these five ways to network, you can effectively connect with potential customers, suppliers, and industry professionals. Remember to be patient, persistent, and genuine, and success will follow. Don't be afraid to put yourself out there and make new connections – you never know where they may lead!



# Referral Marketing

Referral marketing is a powerful strategy for businesses to increase their customer base and grow their brand. By leveraging the power of word-of-mouth recommendations, referral marketing can help businesses tap into the trust and credibility of their current customers to attract new ones.

Here are five ways to effectively implement referral marketing into your strategy:

### **1. Create a Referral Program**

A referral program incentivizes customers to refer their friends and family to your business by offering rewards for successful referrals. Offer incentives such as discounts, free products, or loyalty points to customers who refer new business to you.

### **2. Encourage Customer Engagement**

Encourage your customers to actively engage with your brand and provide opportunities for them to spread the word about your business. This can include creating a community on social media, hosting events, or offering exclusive promotions to customers who refer others to your business.

### **3. Offer Excellent Customer Service**

To encourage customer referrals, it's essential to provide excellent customer service. When customers have a positive experience with your business, they are more likely to recommend it to others.

By leveraging the power of word-of-mouth recommendations, referral marketing can help businesses tap into the trust and credibility of their current customers to attract new ones.

### **4. Make it Easy for Customers to Refer**

Make it easy for customers to refer their friends and family by providing referral materials such as referral cards, email templates, and social media graphics. Ensure that customers have access to all the information they need to make a referral, including your referral program details and how to sign up.

## 5. Track and Measure Success

To effectively implement referral marketing, it's important to track and measure its success. Use tools such as referral tracking software to measure the number of referrals you receive and the success of your referral program. Regularly analyze and adjust your referral marketing strategy to ensure that it continues to drive results for your business.

Referral marketing is a powerful tool for businesses looking to grow their customer base and increase brand exposure. By creating a referral program, encouraging customer engagement, offering excellent customer service, making it easy for customers to refer, and tracking and measuring success, businesses can effectively implement referral marketing into their strategy and see significant results. Don't underestimate the power of word-of-mouth recommendations – leveraging the trust and credibility of your current customers is a key component of successful referral marketing.



## Trade Shows and Events

Trade shows and events are excellent opportunities for businesses to showcase their products and services, network with industry professionals, and build their brand. By effectively implementing trade shows and events into your marketing strategy, you can reach a large audience, create new business opportunities, and increase brand exposure.

Here are five ways to implement trade shows and events effectively:

## 1. Identify Relevant Trade Shows and Events

Research trade shows and events that are relevant to your industry and target market. Make a list of these events and plan to attend a few each year. Consider exhibiting at these events as a way to showcase your products and services.

## 2. Prepare a Strong Exhibiting Strategy

Plan your exhibiting strategy in advance to ensure that you make the most of your trade show or event experience. Develop a clear message and value proposition, create engaging visuals and materials, and plan your booth layout to attract visitors.

## 3. Network and Make Connections

Trade shows and events are excellent opportunities to network with industry professionals and make new connections. Plan to attend networking events and participate in group discussions to make a positive impression and build relationships.

## 4. Collect and Follow Up on Leads

Collect leads from trade show attendees by gathering contact information and follow up with them after the event. Offer to provide additional information or schedule a follow-up call or meeting to discuss how your products and services can meet their needs.

## 5. Evaluate and Adjust Your Strategy

After each trade show or event, evaluate your exhibiting strategy and make adjustments as necessary. Track and measure the success of your efforts and make changes to your strategy to ensure that you are making the most of each trade show or event opportunity.

Trade shows and events are valuable opportunities for businesses to showcase their products and services, network with industry professionals, and build their brand. By effectively implementing trade shows and events into your business strategy, you can reach a large audience, create new business opportunities, and increase brand exposure. Remember to prepare a strong exhibiting strategy, network and make connections, collect and follow up on leads, and evaluate and adjust your strategy to make the most of each trade show or event opportunity.



# Public Relations (PR)

Public relations is an important component of a comprehensive marketing strategy, as it helps businesses build and maintain a positive image and reputation. By effectively implementing public relations into your strategy, you can reach a wider audience, create new business opportunities, and build a strong brand.

Here are five ways to effectively implement public relations into your business strategy:

## **1. Develop a Strong Brand Message**

Before you can effectively implement public relations, you need to develop a strong brand message that communicates your values, mission, and offerings. This message should be consistent across all of your marketing materials and efforts.

## **2. Establish Media Relationships**

Building relationships with journalists and media outlets is an important component of effective public relations. Reach out to journalists and media outlets in your industry and offer to provide expert commentary, news and insights, and information about your products and services.

Public relations is an important component of a comprehensive marketing strategy, as it helps businesses build and maintain a positive image and reputation.

## **3. Create Compelling Content**

Content is a powerful tool in public relations, as it helps businesses share their message and build relationships with their target audience. Develop a content strategy that includes blog posts, press releases, white papers, and other forms of content to share your message and position yourself as a thought leader in your industry.

## **4. Monitor and Respond to Media Coverage**

Regularly monitor media coverage to understand how your business is being portrayed and respond as necessary. Respond to negative coverage by providing accurate information and correcting any misunderstandings, and leverage positive coverage to further promote your brand and message.

## **5. Measure and Evaluate Your Efforts**

To effectively implement public relations, it's important to track and measure the success of your efforts. Use tools such as media monitoring software and Google Analytics to measure the reach and impact of your public relations efforts and make adjustments as necessary.

Public relations is an important component of a comprehensive marketing strategy that helps businesses build and maintain a positive image and reputation. By effectively implementing public relations into your business strategy, you can reach a wider audience, create new business opportunities, and build a strong brand. Remember to develop a strong brand message, establish media relationships, create compelling content, monitor and respond to media coverage, and measure and evaluate your efforts to make the most of your public relations efforts.

## Direct Mail

Direct mail is a cost-effective and targeted marketing strategy that allows businesses to reach a specific audience with their message. By effectively implementing direct mail into your marketing strategy, you can increase brand awareness, generate leads, and drive sales.

Here are five ways to implement direct mail effectively:

### 1. Define your Target Audience

Before you send out any direct mail, you need to determine your target audience. This includes identifying your ideal customer and understanding their needs, interests, and behaviors. With a clear understanding of your target audience, you can develop a direct mail strategy that resonates with them and drives results.

### 2. Develop a Compelling Offer

A direct mail piece without a compelling offer is unlikely to generate results. Develop an offer that is relevant, valuable, and relevant to your target audience, and make sure it is clearly stated and easy to understand.

### 3. Create Eye-Catching Designs

The design of your direct mail piece is critical to its success. Use high-quality graphics and eye-catching designs to make your piece stand out from the rest of the mail in your recipient's mailbox.

### 4. Use Personalization

Personalization can greatly increase the effectiveness of your direct mail campaign. Personalize your direct mail pieces by including the recipient's name and other relevant information, such as their location or interests.



## 5. Test and Refine Your Approach

Direct mail campaigns are a continual process of testing and refining. Regularly test different elements of your direct mail campaign, including your offer, design, and messaging, and make adjustments based on the results.

Direct mail is a cost-effective and targeted marketing strategy that allows businesses to reach a specific audience with their message. By effectively implementing direct mail into your marketing strategy, you can increase brand awareness, generate leads, and drive sales. Remember to define your target audience, develop a compelling offer, create eye-catching designs, use personalization, and test and refine your approach to make the most of your direct mail efforts.

# A Bit About Us

## Our History

Founded by Brad Sugars in 1993, ActionCOACH has served thousands of businesses and their owners worldwide and in every category imaginable. By showing owners how to get more time, better company teams, and more money on their bottom line.

## Vision and Purpose

We want you to succeed. At ActionCOACH, every individual within our team commits to our vision of “World Abundance through Business Re-education, purpose “A Coach in Every Business,” so together we can make a difference.

## Making Business Ownership Easy

It is time to make a change... With 98% of clients saying they would recommend ActionCOACH, this will be a change we are certain you will be proud of when looking back at your business growth.



## **A Commitment to C.A.R.E**

ActionCOACH clients, whether they be small, medium, or large, will have a desire to have us help them achieve their goals and be able to take on our commitment to them by returning their commitment to ActionCOACH. They will be forward-thinking, willing to learn and grow, and willing to work as a team player in the development of an organization of “people.”

Our clients will be selected more on attitude than size and they will want to deal with us because we understand people are important, systems should run a company, we offer the most practical, most applicable, and fastest strategies on growth, and most importantly, because we mean what we say. We will give people back their spirit and freedom through business development.

## **Finding a Coach**

If you would like to act now and start your business coaching journey with our committed team, simply reach out to us at [actioncoach.com](http://actioncoach.com).