

CHECKLIST

13 EASY TIPS TO HELP YOU
GET 2019 READY

Long & Co.

Sell it



DOWNLOAD LONG & CO'S 2019 TRENDS CHECKLIST

Nice work, step 1 complete!



START WITH YOUR WARM LEADS

Trust is down and clutter is up, people buy from those they know and like.

It's easier to sell to those who already know you so start with your warm audience; your social media followers, the contacts in your database, your networks. They're already on the journey. Simultaneously start warming up your cold audience with value-adding content. [Read on for more tips to build trust.](#)



IDENTIFY YOUR CUSTOMER'S PROBLEM TO BE SOLVED

Clearly define your customer's problem to be solved (PTBS), write it down and let everyone in your organisation know it. Next, ensure your product solves this problem and if it doesn't; tweak it until it does. This is how you convert customers from being aware and considering you, to buying.



IS YOUR OFFER RIGHT AND DOES IT TARGET THE RIGHT PEOPLE?

Have you undertaken research to ensure your offer is aligned with the buying capacity of your customers? Have you structured it in a way that enables them to buy? Think 'free trial' or 'kick starter package' to help people take their first step.

Make it convenient



HAVE YOU GOT A CHATBOT?

If you are servicing your clients online, they want instant responses. You need a chat option on your website to instantly answer queries. Your chatbot needs to be helpful, not salesy. Chatbots aren't right for all businesses, but great chatbots are right for many.



IS YOUR FACEBOOK MESSENGER AUTOMATED?

Your clients need to be able to get in touch with you on the platforms they use. By answering their queries on messenger rather than making them call, you've immediately eliminated a barrier to getting in touch.



DO YOU RESPOND TO EMAILS WITHIN 3 HOURS?

Aim for 3 minutes. Minutes is better, if the response is a simple acknowledgement, a more thoughtful response can follow. Unless we're talking website form submissions, where an on-screen thank you and an instant automated email is baseline.



ANY FUNKY PROCESSES YOU CAN ELIMINATE?

Any weird internal process, paper trail or 'need to speak with Mr Wong' before being able to solve a problem is unacceptable.

You disagree? Ritz-Carlton (the world's #1 in guest satisfaction among luxury hotels) empowers their staff to spend up to \$2,000 to solve a guests' problem on the spot. You don't need a lot of advertising budget, when you have customers doing the marketing for you.



IS YOUR WEBSITE OPTIMISED FOR VERBAL SEO?

Siri, Google Home and Alexa are taking over the original Google search bar. This means you need to optimise SEO for voice queries by ensuring your keyword phrases contain conversational words, are longer and contain more questions.

For example, when you type a query into Google, you might type, 'Apple store Sydney' whereas if you're asking Google home, you might say, 'where is the Apple store nearest to me?'.

Gain trust



ARE YOU CREATING CONTENT, NOT ADS?

People don't like advertising. But they do need information. 85% of Google searches are looking for information. Only 1-3% are ready to buy. Don't sell to people who aren't ready. Give them the information they are hungry to consume.

[Click here for an example of content marketing in action, a strategy content piece we published early this year.](#)



DOES YOUR PRODUCT REDUCE IMPACT ON THE ENVIRONMENT?

Today's socially conscious society expects companies to reduce their impact on the environment and stay away from any form of immorality.



IS YOUR MARKETING PURPOSE-DRIVEN?

Think Patagonia. Buyers connect with the brand on a deeper level because they're united in saving the planet, literally. Patagonia products have a lifetime warranty and provide a footprint of where each garment travelled in their supply chain.

[Watch this video about how to be purposeful when you are attracting customers in 2019.](#)



Offer an omni channel experience



ARE YOU USING DIFFERENT CHANNELS?

Do something different. Everyone is using digital. Is this your time to send a paper newsletter, post card or invite people to an event?

Can you capture people's attention with a podcast? And what ever you do, be careful with lead forms and gated content. People don't like it.

Finally, yes you need to be social. If you aren't, your competitors will be, and they'll be stealing your business!

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