



**10 EXTREMELY
COSTLY
MARKETING
MISTAKES
ALMOST
EVERY
BUSINESS
MAKES**

AND HOW TO FIX THEM



**BUSINESS
TREASURE CHEST**



WELCOME

Let me start by saying - I'm glad you're here and you're reading this.

I'm honoured.

And, I'm excited for you. Very excited.

Apart from God and my family, there's nothing that excites me more than applying effective marketing strategies to businesses and celebrating their growth.

In the years working with decision makers in different industries, like e-commerce, financial services, fitness, health, food & beverage to name a few, I've been able to find and exploit 'hidden assets' in every single one of them.

Uncovering and capitalizing on these opportunities can lead to thousands, even millions added to your bottom-line.

Finding opportunities for your business growth and implementing them is my passion... my obsession. It hurts knowing that you might be leaving tons of money on the floor and missing out on opportunities.

Just like yours, my time is limited and, obviously, I'm selective about who I work with.

Not everyone can be my client.

But, I want to help you no matter what.

Therefore, I created this easily digestible digital report.

Think of this brochure as of the conversation with someone who truly cares about you and the success of your business.

I'm absolutely certain that a few minutes you will spend on reading will be invaluable to you and your business.

All I'm asking you in return is, please put this into practice and let me know your results. Please send them to help@BusinessTreasureChest.com.

Also, should you find it valuable, I encourage you to share this page with others who may benefit from it. With that being said, turn the page and prepare to take your business to the next level.

It's not as difficult as you think...

Uldis Zalcmans, Senior Business Consultant,
Business Treasure Chest

"UNCOVERING AND CAPITALIZING ON THESE OPPORTUNITIES CAN LEAD TO THOUSANDS, EVEN MILLIONS ADDED TO YOUR BOTTOM-LINE"

1. LACK OF USP (UNIQUE SELLING PROPOSITION) OR INABILITY TO CONSISTENTLY AND CONGRUENTLY COMMUNICATE IT TO THE MARKETPLACE



It's simple and it's profound - if you can't articulate to the marketplace what's special/unique about you/your offering and why should your customer choose you over your competition, your business is a commodity. And, as a commodity, your business is like a house built on a sand.

Literally, your only sales argument is a price... or, you can just hope that your prospects never find out that there are other alternatives out there. Which, I'm sure you'll agree, is very unlikely.

Competing on a price is a very vulnerable position as there's always someone in your marketplace willing to go broke faster than you are.

Low margins will limit what you can do in the areas of customer service and marketing. A lot of frustration, you know...

Unfortunately, statements like "we are the best" or "because we've been in business since when dinosaurs were roaming the earth" doesn't count as a USP (hint, more about it in the #2).

With or without external help – **get to the drawing board and define your USP or prepare to face the consequences.**

Turn the page ->

2. FALLING IN LOVE WITH YOUR BRAND AND YOUR PRODUCT

Your product/service is important. It has to be a fair quality and able to stand for itself. No denying that. But...

**MORE IMPORTANT IS THE CUSTOMER.
HIS/HER SATISFACTION
HIS/HER RESULTS**

Can you guess what's the most popular radio in the world?

It's a trick question...

WIIFM!

It stands for "What's in It for Me?"

Here's the harsh truth - **your prospects and customers do not care as much about your brand as you think**. All humans, in general, are self-centred.

We all want to be acknowledged, appreciated and we all are seeking value or entertainment. I dare you to find someone who can't wait to see another sales-message.

The best marketing is just being good to your customers. After all, you wouldn't want to engage in relationships with someone who's constantly talking about himself and his achievements, would you?

Spend more time thinking and communicating with your customer and benefits, solutions to her problems, experiences that she can expect to have with you.

Be genuine in your willingness to help, educate your customer and make sure you convey it in your marketing message.

After all, there are only two reasons why we buy stuff:

- 1) we perceive it as a solution to our problem
- 2) we like the way it makes us feel

Turn the page - it's time to communicate with your audience the most effective way...



3. SHOTGUN MESSAGE - COMMUNICATING FROM THE PERSPECTIVE OF US (COMPANY) TO YOU (NAMELESS, FACELESS, GENERIC CROWD)



If I was working with you, one of the first things I'd ask is to define your perfect client. And, I'd encourage you to go deep with it.

I can't emphasize enough how important it is to know who's your target audience, how they think, what their concerns, fears, objections are. Once you are able to step into the person's mind, you can start crafting the engaging and compelling message.

IN MY EXPERIENCE, 90% OF THE BUSINESSES I LOOK AT NEVER PRECISELY DETERMINE THE NEEDS, DESIRES OR REQUIREMENTS OF THE PEOPLE TO WHOM THEY ARE TRYING TO SELL

Does it mean you can have only one target audience?

No! Absolutely not.

But each marketing campaign should target one and only one audience at the time.

It's simple (although, not always easy):

you segment your leads and clients into 'buckets' based on their behaviour, purchase habits and other evidence... and you communicate based on their 'avatar/persona' thus being relevant, touching the right buttons at the right time and hitting your sales targets more consistently.

Now, when we've straightened up your message, let's see how to get it in front of your prospects and customers (turn the page)

4. INSTITUTIONAL ADVERTISING OR BRANDING AS A CORE MARKETING STRATEGY.

Although I'm originally from Europe, for many years I've been blessed to live in Asia (Malaysia specifically). While I love almost everything (friendly people, warm weather...), one thing that hurts me deep is seeing how much money is being spent on Branding campaigns.

While it's fine if you're Maybank, Samsung or Apple with very, very deep pockets – it is at the very least impractical for SMEs with limited funds to spend them on Institutional Advertising.

Should you not spend money on advertising? No! In fact, just the opposite – effective paid advertising campaigns should be the cornerstone of just about every company.

What should you do?

Focus most, if not all of your promotional efforts on getting a response.

Direct Response Advertising is a complex subject and can't be covered in a short summary but the core elements are CTA (call to action) and a deadline. It is designed to evoke an immediate response or action - a visit, a call, or a purchasing decision from the viewer or reader.

Direct Response Advertising strategies are paramount of advertising and I can prove it with numbers.

If you want to take me on, let's spend equal amounts of money on 2 campaigns and see which one generates more results in terms of leads and sales.

You are tracking results, aren't you...?

Which leads me to the next often very costly mistake... (turn the page)

**"DIRECT RESPONSE
ADVERTISING
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NUMBERS"**

5. LACK OF SCIENTIFIC PROOF IN YOUR MARKETING EFFORTS



"THERE IS A PURPOSE FOR EVERY MARKETING CAMPAIGN I'VE EVER RUN AND THERE IS A RUTHLESS STATISTICAL EVIDENCE IN PLACE"

Let me ask you...

- how do you make decisions related to your marketing assets? Are these based on your subjective judgment ("I like this one!")?
- Do you know how much is one client actually worth to your business?
- What are your client acquisition costs?
- Which marketing channels are generating the cheapest and highest quality leads?
- Are your campaigns profitable?

I'll admit - I'm not perfect. Even after the years of investing my own and my clients' money in paid advertising and getting better every day, not all of my campaigns are profitable.

But, I know my numbers!

Let me clarify.

There is a purpose for every marketing campaign I've ever run and there is a ruthless statistical evidence in place.

My preferences, my likings, my subjective preferences do not matter... in this game **prospect and customer** are the ones who have the right to vote and **decide** which approach has to stay and which has to go.

Now, if you've read this far - no more excuses... set your ego aside and make sure you test and analyse everything.

7. NEGLECTING EXISTING CUSTOMERS AND WEAK/NON-EXISTENT BACK-END OFFERINGS

Most of the businesses I talk to want more customers. Nothing wrong with that...

But, here's the problem... depending on the industry and which study you believe, acquiring new customers will cost you 5-25 times more than retaining existing ones.

In general, there are 3 and only 3 ways to grow your business:

- More customers
- Larger average sale
- More frequent repeat sales

Want to know how a secret that has helped many businesses to make a quick "cash surge"?

Craft a truly compelling offer to your existing customers.

If you have **maintained relationships and "wowed" them with your exceptional service**, you have a great chance to see an **almost immediate spike in your cash flow**.

If you have not - don't worry. You can always work on it. We all can.

Given enough time to work on your business, I'd help you to "orchestrate" the processes and systems that retain your customers, maintain relationships with them and permit almost effortless sales.

Meanwhile, if you haven't done so, I'm telling you as a friend - start thinking about your customers as a long-term asset, not a one-time deal... and treat them that way. Find the ways to stay in touch with them, and keep the relationship going. It'll all be worth it.

The truth is, in a competitive marketplace the one who can spend the most to acquire a customer - WINS!

And, once you know your numbers and have built a strong back-end, the average value of your customer increases... winning in the marketplace becomes as easy as taking a candy from a kid.

Ok, maybe not exactly THAT easy but you get my point...

**"IN A
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8. CHASING CREATIVITY AND PRAISE INSTEAD OF RESULTS AND ROI

Ok, this point will probably turn against me tons of “gurus”, but I believe the truth will set you free and knowing it will help you make more educated decisions... If I have to - I'll take a few rotten vegetables in my face for this, so be it...

Many if not most marketers and marketing agencies in Malaysia (and not only) are boasting their creativity and originality.

Not true?

Go, search the web and check the wording on the websites of marketing agencies... “Creative”, “Original”, “Different”, “Innovative”, “Unique”, “Branding”... and so on.

Although there is a place for all of that (see the point #1) – if you come to me with your marketing advice, I don't care about your sophisticated terms... I'm mostly interested in ways of saving **money and making more money**. Period.

And, frankly... I don't care if it's nothing new. In fact, I'd prefer to use systems and processes that are proven in the field to be profitable. We all know that pioneers have arrows in their backs, don't we?

Don't take my word for it. Ask yourself a few simple questions:

- Would you rather have a website that is original and creative or the one that's built as a **money-making marketing machine generating you leads, sales and growing your business day and night**?
- Would you rather pay someone for their creativity or for the **results (profits)** they're generating you?

What hurts me the most is that due to this common misconception, many MDs and business owners believe that marketing is an expense and should be avoided as a plague.

Is it? I guess it depends on your definition of Marketing.

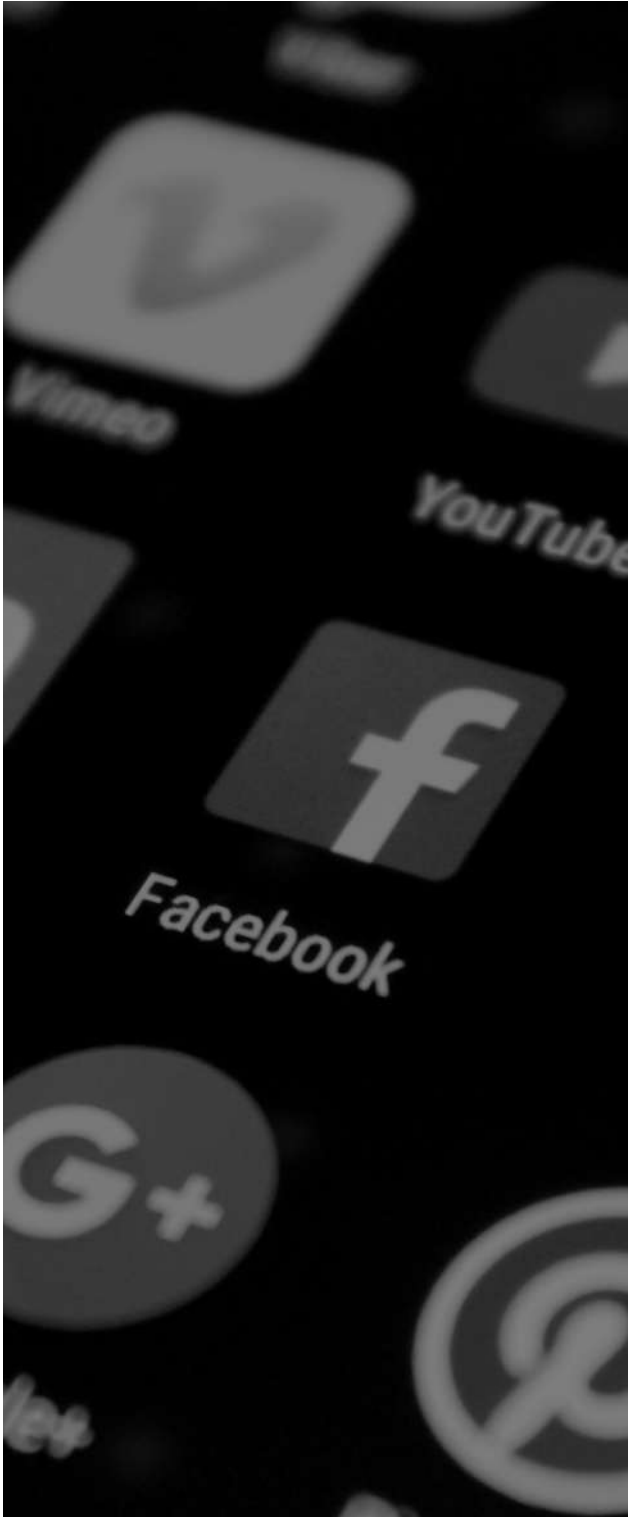
At Business Treasure Chest we have proven over and over again that Effective Direct Response Marketing is like a money vending machine – put a cent in, get a dollar out...

To summarize, our clients sleep better knowing that we are not trying to re-invent the wheel. Instead, we are constantly learning what's working in different industries and different geographic areas, and **implementing proven, predictable profit-growth strategies**.

Talking about predictable... I can't predict the future but I can say one thing for sure – at the moment, most of the underutilized opportunities lie in the digital domain (turn the page).



9. NOT TAKING ADVANTAGE OF THE OPPORTUNITIES THAT INTERNET AND DIGITAL MARKETING PROVIDE



Look, I'm not saying that Online is the way to go and Offline is yesterday's news.

No, not at all.

In fact, for the majority of businesses blended approaches (e.g. generating leads online but closing them during the meeting or at least over a phone call) work the best.

All I'm saying is – just because someone boosted one of your posts and you didn't see the results you desired, doesn't mean that Facebook advertising doesn't work.

"DIGITAL MARKETING WORKS

WHEN YOU KNOW HOW TO WORK IT"

Just because some SEO company insisted that it's something you absolutely have to focus your attention on (IMHO, not always true), drained your financial resources and failed to deliver, doesn't mean it's all a bunch of crap.

It works for many businesses. It works for me. It works for my clients.

Look... I'm not a doctor. I can't perform a surgery. But it doesn't mean that scalpel is useless...

We all need right people in right places for the business to prosper and the world to become a happier place in general, which leads me to the last but not least point... (turn the page)

10. NOT ASKING FOR HELP OR ASKING THE WRONG PERSON/PEOPLE

There are two things that in the past have hurt me more than anything and limited the rate of my business success.

One is my pride, my ego, my inability to ask for help...
Other is accepting the advice from the people who just were not qualified.
I'm getting better, I'm working on it... but this report is not about me.

How about you?

Are you neglecting the fact that your business may not be performing at the maximum capacity?

Do you believe you've seen it all, and know it all?
Are you paying too much attention to **amazing, great and friendly people**... who, in spite of all their great nature, are just **not qualified to advise on the subject of effective marketing**?

Are you hiring full-time Marketing person or a department of people who are desperate for a job because they're having a hard time marketing themselves?

First, let me be clear, I can't blame you – based on how we've all been conditioned, it seems like a reasonable decision. But is it?

Look, let's face it:

If you are like most of the business people, you are busy! You don't have time to examine different marketing approaches; design, implement and test sales funnels and go through thousands of case studies. And, unless you're running a Marketing Agency, you shouldn't be.

After all, you don't play doctor (unless you are a doctor) and try to perform surgery on the people close to you.

Your business is your baby – don't kill it by recklessly playing with a scalpel.

I sincerely hope you've got great marketing team, people who know how to generate results, surrounding you. I do.

Unfortunately, it hurts to say, but I'm having a hard time coming up with a good reason why a person who knows how to build and scale **predictable marketing funnels that generate consistent cash flow** would want to trade his freedom working for someone else for a fixed salary. It's not impossible. It does exist. I don't deny it. But, it's rare.

If you think you may use a help, you know what to do – turn the page for **a very special opportunity**.



TURN THE PAGE
FOR A FREE GIFT

SOMETHING SPECIAL FOR YOU

I have a gift for you.

But first, thank you for letting me share these points with you.

In the times when everyone and everything seem to compete for your attention, and when goldfish beats human's attention span, I applaud you for taking your time and investing it in this report.

I do.

Let me virtually pat you on the shoulder as you are one of the few who focuses on things that matter.

I want to emphasize and encourage you to go through this as many times as it takes for you until it sinks in and becomes a part of you that impacts your decisions.

It is powerful. It is profound. And, I guarantee you, when you base your decisions on the points listed above – it will revolutionize your business like it has done for so many others.

However, if you want to grow your business at the maximum rate, you may consider working with someone who's been there and done that (remember point #9?).

I like helping people. I really do.

But my time is limited. And – I don't do cheap.

With that being said, I may be able to help you completely free or charge.

From time to time I set up a few limited time slots for a **FREE, no-strings-attached session** where I will personally **review your business, your offer, your digital presence and your current sales process.**

These typically get booked very fast, so I can't promise you anything.

Where's the catch?

Well, it's obvious that it is possible that if we find that we are a good match you may become a client. Or, you may not...

Don't worry, you're not going to hear from telemarketers or slick salespeople or anything like that.

Whatever you decide, please know there will be no pressure to become a client.

My entire focus is to give you the best custom marketing plan, for free, and let that experience speak for itself.

If you want to become a client after that, great. And if not, no pressure.

Here's The "Catch" You've Been Looking For

It's simple.

I can't (and won't) talk to just anyone.

In order to invest my time and energy into providing you with a custom marketing plan, you need to meet some strict (but reasonable) criteria.

Here it is:

- 1.You can't sell "get rich quick" products, porn, or any other "shady" stuff that I don't want to associate with.
- 2.You've got to actually have a business. This isn't for beginners. You actually need to have an existing business ...otherwise there's no point for either of us.

That's it!

As long as you're legitimate and have an actual business, I'd be delighted to help you ...for free.

And if you get value out of the help I provide and want to become a client, that's great.

**Ready to get started? Book your free consulting session
Email to uldis@BusinessTreasureChest.com now**



TO CLAIM YOUR **FREE** CONSULTING SESSION WITH ULDIS ZALCMANIS
EMAIL ULDIS@BUSINESSTREASURECHEST.COM

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**GOT ANY
QUESTIONS?**

DON'T BE SHY! E-MAIL AT
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