
How to Drip Market Your Business

Drip marketing is a powerful and steady method of marketing your business to your target prospects. Based on a principle of marketing your message must be seen 29 times before you gain clients, drip marketing is a way to get your name out there and up front.

So how do you start? Drip marketing for new accounts involves four steps:

Plan - Developing a good plan is the very first step to ensuring that you have effective drip marketing for the whole year. Not only that. You should also have a plan of action for each month.

As with any good marketing, planning your drip marketing involves a careful and in depth understanding of your target market. Who are your potential clients? Where can you yield the most impact?

This means that your efforts should concentrate on those who have the most potential to switch from just a possible client to a definite buyer of your product or service.

Nevertheless, you should also drip market to the less productive fields as this will also gain you possible clients. You can utilize a lower-cost campaign or less frequent marketing. Just so you cover all possible areas for your drip marketing campaign.

Strategize - The second step is to im-

plement your plan for your new account strategy. Not just to execute, but to do it strategically. Drip marketing works best if you "drip" your message consistently and at the right time. You need to have a plan of action throughout the whole year.

This means drip marketing every month. And sticking to it. For an easier time, you can develop simple yet effective systems that you can implement anytime.

You will not have to put extra effort for the next step every time you begin your campaign for the month. This would also help you re-strategize or fine-tune your plan if a system is not working after a few months.

Diversify - Repeated marketing campaigns over time become boring and unattractive. Make sure that you do not do it to your marketing campaign. Instead, change your approach- your offer and your message- as the season changes. You can also vary your segment or sequence.

Nonetheless, make sure you provide value to your drip marketing, as well

as in your message. Your target audience will not even look at it if they do not find any use to your offer, even if you come out that often.

Keep Track - Finally, your drip marketing will not be effective if you do not have a strong and solid tracking system to measure your results. Make sure that you have the right systems in place to report on the outcome of your marketing campaign.

Drip marketing is all about having a plan of action. With the incoming New Year, including drip marketing to your best new prospects can help you a great deal in making sure that you



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