

CHRIS CARDELL'S

# ULTIMATE MARKETING

**10 WEEKS WITH CHRIS CARDELL**  
that will transform your business, your finances, and your life

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# ULTIMATE MARKETING HUB

[www.cardellmedia.com/umhub32/](http://www.cardellmedia.com/umhub32/)

## Seminar Two

# The 5 Golden Rules of Marketing

**This is the recipe to  
grow any business  
by 100% to 250%**

**If you implement these 5 Golden Rules in your business, you will have something that all business owners crave:**

**Certainty**

## Remember:

- **Don't be deceived by how straightforward these methods are**
- **The 5 golden rules work together**



**You must be a Direct  
Response Marketer**

## Rule 1: You must be a Direct Response Marketer

**It's vital that you appreciate the  
between Brand Marketing and  
Direct Response Marketing**



# Rule 1: You must be a Direct Response Marketer



*A classic never goes out of style.*

# **Rule 1: You must be a Direct Response Marketer**

## **How Brand Advertising works:**

- **Companies create ads that change your state of mind**
- **When you're in that state of mind, they hit you with their brand**
- **This is a psychological technique called Anchoring**

# **Rule 1: You must be a Direct Response Marketer**

- **Brand Advertising doesn't work for small and medium-sized businesses**
- **Don't spend your money on Brand Marketing**
- **Instead, you should be doing Direct Response Marketing**

# Rule 1: You must be a Direct Response Marketer

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...

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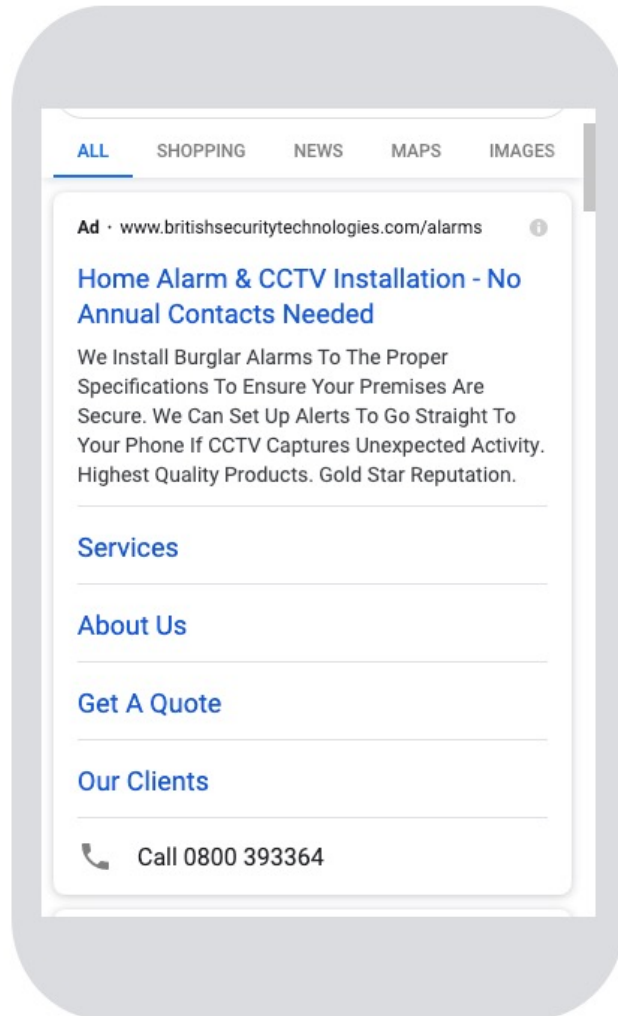


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# Rule 1: You must be a Direct Response Marketer



# Rule 1: You must be a Direct Response Marketer



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# Rule 1: You must be a Direct Response Marketer

## All your Advertising should be Direct Response

- **It should produce a measurable response**
- **All good Direct Response Marketing is also Brand Marketing**



# The 3 Ways to Grow Your Business



## Rule 2: The 3 Ways to Grow Your Business

- **Increase the number of customers**
- **Increase the average sale/spend**
- **Increase the frequency of purchase**

# Rule 2: The 3 Ways to Grow Your Business

## Option A

**If you...**

- **Increase the number of Customers by 10%**
- **Increase the 'average spend' by 10%**
- **Increase the number of times people purchase by 10%**

**Your Turnover will increase by: 33%**

# Rule 2: The 3 Ways to Grow Your Business

## Option B

**If you...**

- **Increase the number of Customers by 30%**
- **Increase the 'average spend' by 20%**
- **Increase the number of times people purchase by 30%**

**Your Turnover will increase by: over 100%**

**That is the recipe for  
doubling your sales**



# Multiple Marketing Methods

# Rule 3: Multiple Marketing Methods



# Rule 3: Multiple Marketing Methods



## Rule 3: Multiple Marketing Methods

**You must use multiple Marketing approaches**

- **Google Ads**
- **Facebook Advertising**
- **Instagram Marketing**
- **YouTube Marketing**
- **Email Marketing**
- **Online Video**

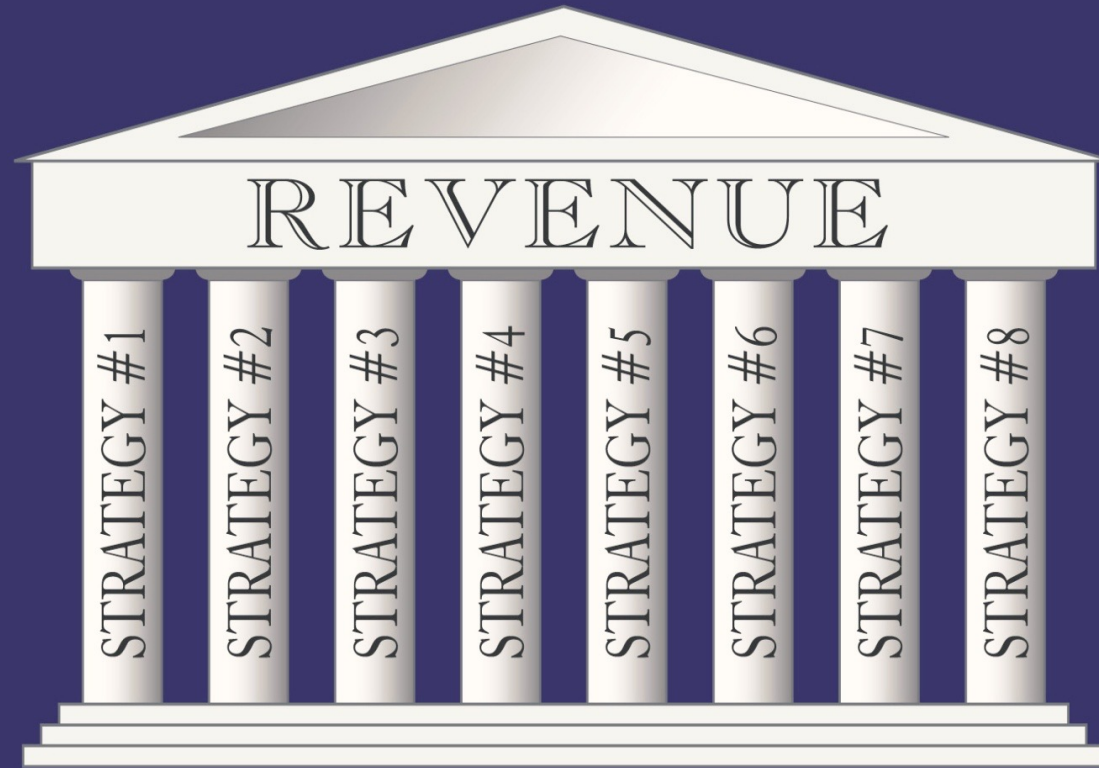


## **Rule 3: Multiple Marketing Methods**

**You must use multiple Marketing approaches**

- **Referral System**
- **Postcards**
- **Outbound Telephone Marketing**
- **Traditional Advertising: Newspaper, Radio, TV**

# Rule 3: Multiple Marketing Methods



## Rule 3: Multiple Marketing Methods

**This approach requires that you:**

- **Learn how to use each Marketing method**
- **Are willing to implement these strategies**

## Rule 3: Multiple Marketing Methods

**This is also a Recession Immunisation strategy**

- **The more methods you have in place, the more choice you have in how much you spend to bring in new customers**
- **You'll have less frustrations around getting new customers**
- **It will increase the value of your business**

# Rule 3: Multiple Marketing Methods





# Testing and Measuring

## Rule 4: Testing and Measuring

**Safe TESTING is your GATEWAY to  
multiple pillars of Marketing**

# Rule 4: Testing and Measuring

## Principles to remember:

- **Never spend money on Marketing that you aren't willing to lose**
- **Always test small first**



## Rule 4: Testing and Measuring

**If you engage in a Marketing Method that gets some response and you're willing to go to Step 2 and test different elements within that method, you'll have the opportunity to radically improve your results**

# Rule 4: Testing and Measuring

## Elements to test:

- **Advertising/Marketing method**
- **Ad headlines**
- **The offer in your Ad**
- **The type of conversion**
- **Copy**
- **Price reductions**

# Rule 4: Testing and Measuring

## Elements to test:

- **The offer on a web page**
- **Colours on the page**
- **Graphics on the page**
- **Pay per Click**
- **Landing pages**
- **Email Marketing**

# Rule 4: Testing and Measuring

## Elements to test:

- **Email messages**
- **Days of the week you send emails**
- **Time of day you send emails**
- **Direct mail**
- **Facebook – standard ads v video ads**

## Rule 4: Testing and Measuring

### Elements to test:

- **Static phone number on mobile pages**
- **Telephone Marketing for new customers**
- **Telephone Marketing for existing customers**
- **New High-end products**

## Rule 4: Testing and Measuring

**You can ALWAYS improve  
response (and therefore  
sales and profits)  
by Testing**

## Rule 4: Testing and Measuring

**For testing to work, you must:**

- **Measure response**
- **Be willing to fail**



# Buying Customers



## Rule 5: Buying Customers

**‘How can I buy  
customers?’**

## Rule 5: Buying Customers

**Always ask, 'How can I buy customers?'**

- **Most businesses come up with a Marketing budget**
- **Drop the concept of a Marketing budget, Instead, decide**

## Rule 5: Buying Customers

**How much are you  
willing to spend to  
buy a Customer?**

# Rule 5: Buying Customers

## Example: Hairdresser

- **Have tested and measured ads, so I know:**
  - 1. I can get a new customer for about  
£75 / \$75**
  - 2. On average, customers stay a  
couple of years and spend about  
£700 / \$700**

# Rule 5: Buying Customers

## Example: Hairdresser

- **If I know those two things, why would I limit myself with a marketing budget?**
- **The fastest way to grow this business is to continually invest in buying new customers**

## Rule 5: Buying Customers

When you get to the point where:

- **You are willing to spend a certain amount to buy a customer**
- **You've done enough testing and measuring to know that you can**

**You'll be in the position of choosing how many customers you have**

## Rule 5: Buying Customers

### Calculate the true value of your customers

- Over the next 3 years, each new customer I attract will be worth an average of \_\_\_\_\_.
- Look at your revenue over the last 3 years
- Divide that number by the number of customers

## Rule 5: Buying Customers

### Calculate the true value of your customers

- **If yours is a new business, you'll need to estimate this number**
- **When you are testing and measuring to build the pillars supporting your business, keep this number in mind**



# Rule 5: Buying Customers

## Example: Hairdresser

- **My average customer is worth £750**
- **I run £500 of ads on Facebook**
- **The first haircut costs £50, and I get 10 new customers from the ad**
- **Each new customer has cost £50 and they're paying £50 for a haircut. Most business owners would stop the advertising. What would you do?**

## Rule 5: Buying Customers

**The Big Marketing Secret that  
no one will tell you:**

**It's rare to make much money on  
the initial sale. The wealth is in  
the long-term customer  
relationship.**

## Rule 5: Buying Customers

**For most businesses, it is a  
very smart Marketing  
strategy to be willing to break  
even on the first sale**

## Seminar 2: Recap

- **Only engage in Direct Response Marketing**
- **Focus on the 3 ways to grow a business**
  - 1. Increasing the number of customers**
  - 2. Increasing the average sale**
  - 3. Increasing the frequency of purchase**

## Seminar 2: Recap

- **Commit to implementing multiple Marketing methods**
- **Test and Measure**
- **Have a relentless focus on buying customers**

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