

77 Testing Suggestions to Give Yourself a Pay Rise Every Month

Testing is at the heart of all Marketing success. If you can make testing and measuring both your existing marketing and new marketing approaches a way of life, you have everything you need to give yourself the equivalent of a pay rise every month.

Here are 77 things that you can test in your business. Please implement as many of these as possible in the months ahead. The pay off for you will be huge.

Products and Services

Your entire business has evolved as a series of tests, whether or not you planned it that way. You can continue to evolve by testing new products and services:

1 New Product ranges

2 New services

3 'Add on' Products and Services. These can be related, ongoing products and services to offer your customers that could be provided by you, or by third party businesses

Marketing Approaches

When it comes to Marketing, you can start by testing entire Marketing approaches. So if you are not doing any of these, consider testing them

4 Telemarketing

5 Direct Mail

6 Employing sales people

7 Advertising

8 Trade Shows and Exhibitions

9 PR

10 Joint Ventures

11 Pay per Click Advertising

12 Internet Advertising

13 Free Events

The next level of testing is to test the elements within each of these approaches:

Advertising

14 The publication you advertise in

15 The page your ad appears on

16 The size of your ad

17 A change in the headline of your advertisement

18 A change in the main copy of your ad

19 A change in the picture or graphic on your ad

20 A guarantee at the end of your ad

21 Making the contact details on your ad more prominent

22 Changing the position of your ad

23 Changing the font or colours on your ad.....

Direct Mail

24 Content of the letter

25 Headline on letter

26 Content of brochure

27 Colour of the envelope

28 Writing on Envelope

29 Label or handwritten envelope

30 The list you are mailing to

Telephone marketing....

31 The list you call

- 32 The time of day you call
- 33 How you begin the call
- 34 The words or script that you use
- 35 The person making the call
- 36 How the person on the call is paid / incentivised
- 37 The offer you make on the call
- 38 How quickly you follow up on requests for information

Sales

- 39 Different ways of handling objections
- 40 Appointment Setting
- 41 Questions that you ask customers
- 42 Use of Testimonials
- 43 Use of Guarantees

Prices

- 44 How much you charge
- 45 Payment methods – eg paying over time
- 46 Different payment options, eg credit cards, paypal, online ordering
- 47 Adding 'High End' bonus products

Internet

- 48 Front page of your website.....
- 49 The main offer/call to action on your website
- 50 Sales page on your website
- 51 Colours of the headlines

- 52 Words on the submit button
- 53 Test adding audio to your site
- 54 Test adding Video to your site
- 55 Font style
- 56 Font size
- 57 Positioning of features (pictures etc) on the pages
- 58 Use of graphics and pictures
- 59 Newsletter sign ups
- 60 Ordering page wording
- 61 Ordering process

Pay per click

Google allows you to test two ads against each other:

- 62 Headlines of Ads
- 63 Main text of adds
- 64 URL on ads
- 65 Landing page
- 66 Keywords
- 67 Maximum cost per click
- 68 Regions/Countries

Email Marketing

- 69 Frequency of Emails (weekly, monthly etc)
- 70 Style of Email (personal message or 'newsletter')
- 71 Content of Email
- 72 Offer in Email
- 73 Headline of Email

74 Personalisation of Email

75 Sales Email or Information Email

76 Putting all the message in the email or sending readers to a web page to read more

77 Long Email v Short Email