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Onion **MARKETELOGY**

101 Instant
Marketing Strategies
For Instant Results!

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ONION MARKETELOGY

**Pre-Launch Ebook
(EXCLUSIVE COPY)**



INTRODUCTION



What the “####” is Onion Marketeology?

Yes, you won't find the meaning of Onion Marketeology in the dictionary for sure. It's just a made up term we ingeniously put together to educate you about business marketing using onions.

Alright we know, you'll probably be wondering, what has marketing got to do with onions? Well, to us, it has so many similarities that we just couldn't dismiss it as a mere coincidence in co-relating the two together.

Here's what we are excited about in sharing this with you:-

1. Onion gives your dishes flavor! Go around the world, and you'll discover that in most cultures, Onions are commonly used as an ingredient in many recipes for its aroma, flavor, and also for its rich source of vitamins and minerals. Usually compliments as a supporting ingredient to the other main ingredients such as chicken, beef, or fish; but we have yet to savor any dish using Onions as the main ingredient by itself.

Take for an example, when cooking fish curry, to have a pot of fish curry without onions seem like it isn't complete; it just won't taste right. You'll still need to add the onions to give your curry the flavor it should, but we all know that onions are only served as a supporting ingredient, never as the main. We still haven't found anyone who eats onions like eating raw apples. Have you?

When it comes to Business marketing, it is no different. Marketing serves as the supporting role to bring out the flavor of your offering, products or



services. It promotes and makes your offering delicious and attractive to your targeted audience, but it's never the main thing, your products and service are. So just like good onions will bring out the flavor of dishes, good marketing will bring out the best of your products and services. Nevertheless, good marketing can't substitute inferior offerings, it can only enhance and add flavor!

2. Onions have many layers! To get to the best, you'll need to peel the last layer where all its richness is found. Marketing is just like stripping an onion; there are layers and layers for you to uncover. You'll need to be patient and keep going until you hit the best layer. The challenge we found with most businesses is that they gave up on their marketing efforts too soon. Just before the marketing effort could even begin to produce a good return for them, they would discontinue and jump onto another promotional idea and start the cycle all over again, bringing no results in the end. Soon they will give up and blame that marketing is too costly. It's the execution, never the marketing idea itself. Each marketing idea has its layers to peel, be it time, money or ease of implementation. Just like choosing the right onion for your dish; you'll also need to select the proper marketing for your business situation. Not to worry, we have made life simple for you by rating each onion (oops, we mean "Marketing"), well a 100 of them, in terms of time, money and easiness needed by you, so that you'll immediately get the results you're after!

3. Onions can make the most macho-est guy in the room, cry! Alright, we are exaggerating a bit. Try slicing an onion for a period longer than it should, and very soon you'll find yourself in tears for no apparent reason. Yeah, that's what we are trying to tell you. It can trigger a reaction of tears, and suddenly you're feeling all emotional. Likewise, if marketing is done right, it



will trigger a positive emotion towards your products or services. Right marketing can trigger feelings of excitement, thrill, suspense, desire, joy and even love for your offerings. Of course, just like any ordinary onion can trigger tears, any poorly executed marketing can also trigger the opposite emotion that you wouldn't want. Better choose your onions (marketing) right!

There you go, the three most significant similarities that sum up our idea of Onion Marketeology! But wait, we're not done yet, it is only on the first layer. Go ahead, peel the next layer off (alright, don't peel off this page, we mean to turn the page) to uncover more juicy marketing secrets, tips, and goodness!

Remember, the best is at the last layer!





101
Marketing Strategies



101 Marketing Strategies

In order for a business to improve on their sales revenue (the output), we must first improve on the business inputs. So what are some of the business inputs that are going to determine the output of a business?

Oh, yes the number of customer is an important business input? If we managed to improve the number of customer our sales (output) will go up, right?

Yes, you're correct.

Number of Customer of a business is an important input attribute; but not the only input that determine the end result.

In our opinion, there are a total of four input attributes of a business.

- **Lead Generation**
- **Conversion Rate**
- **Repeat Transactions**
- **Average Spending**

In the book of Onion Marketology, we have included 101 different types of marketing strategies or ideas based on the above four input attributes that you can use to improve your business.

As much as we are equally excited with you, you would need to know that not all strategies are going to be suitable for your business. Some are perfect



for retail; some are excellent for those in the service industry, and some are great for those in manufacturing and wholesale.

Our advice, please pick and choose the ones you're comfortable with and right for you.

To make it easier for you to choose, we have also included a rating system (0 – 5 points) for each strategy. It is rated according to three areas – Money, Time & Easy to Do.

These ratings are pretty much based on our own experiences, and we hope it will serve as a guide for you.

Ready, let's get started!



**10 Easy
Marketing Strategies**
That shall give you an instant results



1. SOCIAL MEDIA MARKETING

Be present on all top social media platforms as much as possible.

- Apart from having a website, social media sites are a great way to connect with targeted audiences and drive leads to your website.
- Have a Facebook Page for your business; it is a must.
- Use Instagram, Pinterest, and any other photos apps to create visibility for your products and services.
- Always connect, interact and engage with your customers.



Money



Time



Easy to Do





2. HOST BENEFICIARY

Request to co-promote your business to the customers of another business.

- Offer gift vouchers that your host could give away to their customers.
- Request your host, to host an event for you, where you can deliver a talk to their customers.
- Make sure that the host's customers are a good fit with yours.
- Think of an offer that could be a win-win for both parties not just benefiting yours only.



Money



Time



Easy to Do





3. WRITE A GUARANTEE

Provide your customer with a money back guarantee is one of the easiest ways to increase customer buying confidence.

- Print a beautiful Guarantee Card for your customer, with their name & details on it.
- State the terms & conditions precisely on the card.
- Explain to the customer how this guarantee works and assure them a peace of mind when choosing your service or product.



Money



Time



Easy to Do





4. TESTIMONIALS

Clients trust more on others opinions, reviews or testimonies.

- Invite at least 5 to 10 loyal customers to give you their testimonials.
- Ask why they prefer choosing you / company over others.
- Testimonials could be the format of written or in a video.
- Share it on your social media platforms, or website.



Money



Time



Easy to Do





5. SALES SCRIPTS

Prepare a well-thought-out sales script, so that you won't miss out the vital information.

- Draft out a good and well-thought sales script in an A4 Size sheet.
- Break it down into the following structure.
 - A) Start with an intriguing “hook” question,
 - B) Identify their problems,
 - C) Give them solutions,
 - D) Always end with a Call for Action - what they can buy from you to solve the problem?
- Practice it until it becomes a natural conversation with the customer.



Money



Time



Easy to Do





6. REMINDER SYSTEM

Put in place an automated reminder system to remind clients to return more often.

- Call or send an automated SMS / email to remind customer of new products, promotions or offers.
- Another example would be like a car workshop, reminding customers with a prior 2 weeks reminder about the next routine service check-up.



Money



Time



Easy to Do





7. MEMBERSHIP / VIP CARD

Membership has its privileges, and most customers love that special attention or benefit...

- People love to be treated special, different from ordinary customers.
- Create a simple VIP e-code or physical card.
- VIPs enjoy special service / discount / deals every time they make any purchases.
- You can even conduct a member's day or VIP day once a year/month to reward your VIPs.



Money



Time



Easy to Do





9. ADD ON'S / GO LARGE OPTION

**Would you like to go for Venti size?
It's just a RM1 difference!**

- At Starbucks, the barista will always ask you to add on or go large. This simple asking has helped Starbucks add higher revenues to their bottom-line. If it works for them, why not you?
- Prepare a simple script and always give customers options for adding on.
- The secret is in the asking. If don't ask, you won't get. It's that simple!



Money



Time



Easy to Do





8. “THE STARBUCKS TUMBLER” REPEAT SALES STRATEGIES

If customers bring in a Starbucks tumbler for their coffee, they’ll get RM2 knock-off from the bill... consider something similar to encourage repeat sales.

- Encourage customers to invest in getting a house brand tumbler (create your merchandize sales) if possible.
- Then incentivize them every time they bring it in for a refill.



Money



Time



Easy to Do





10. BUNDLING / PACKAGE DEALS

**Instead of offering A la Carte only,
why not offer combo / best value deals.**

- Instead of selling just one product at a time, why not have a few different products package together.
- It pretty easy for businesses to create a 3-in-1-combo package.
- In the skincare industry, some products are bundled into Day & Night series for different purposes.



Money



Time



Easy to Do





In The Nut Shell

That you have it, 10 simple and easy implemented marketing strategies that will instantly help you to improve your business results.

And should you find these 10 strategies are so powerful wait until you find out what are the balances 90 strategies plus **ONE** bonus strategy that we have prepared for you.

It will blow your mind away!!

Please do help share this eBook to your friends and business associate; let's all grow together!



**About
The Author**



ABOUT THE AUTHOR

Coach Leow Leik Hong is an out-of-the-box business coach since 2011. He founded the “Small Fish” brand, a business education platform consist of books, online training program, consultation and business coaching.

As a business coach, Leik Hong served as mentor & advisor to many business owners, coaching and guiding entrepreneurs to overcome business challenges and setting the right path for business profits.

Beyond business coaching, Coach Leik Hong wears many hats: as an entrepreneur, investor, professional speaker, consultant, columnist writer and an author, where he had published 2 best sellers "Small Fish Conquering the Big Pond" & "Small Fish 2.0 Mastering Brand Experience".

Coach Leik Hong is also a certified Alibaba.com Lecturer under Alibaba G.E.T (Global Ecommerce Talent) Program. He is often invited to be a panel speaker and trainer at many business conferences both locally and internationally.

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ABOUT THE AUTHOR

Weillin Tan

Business Creative Consultant,

Educator & Founder of Motion Graphics Studio

The creative director who refuses to conform. Though a qualified designer by profession, Weillin Tan carves his niche in solving marketing challenges instead. He refuses just to be an ordinary graphics designer like everyone else. He merges his artistic talent with his inquisitive mind to solve branding and marketing problems. A unique combination rarely found in the industry, which makes him almost indispensable to any entrepreneur or business owner. If you're looking for a designer who understands business, entrepreneurship, and marketing, then Weillin Tan is your guy to go to!

He's the founder of Motion Graphics Studio, an endeavor he passionately started together with his wife (Wendy Tan, also a talented designer) since 2007. Almost a decade in business, Motion has grown by leaps and bounds serving thousands of clients from big to small, where no project is too big or small for them and is not short of a massive portfolio of creative work to boast of. Take a peep, and you'll be pleased with their work!

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