



10 Marketing Tips
to kick start your
BUSINESS

HELLO,

In this guide you will find 10 tips to help get your marketing engine fired up and driving customers to your door.

1. Try & Build credibility quickly

Why should people buy from a new business? Your first challenge is to overcome their doubts by building trust and credibility quickly. Some tips:

- Promote your skills and experience, plus those of your employees at every opportunity.
- Teach your employees how to spot an ideal customer, and then how to properly introduce your business and the services you offer
- Join an industry or professional organization and start building a profile.
- Feature customer feedback and/or projects completed on your website.

2. Focus on solving pain points

Start with your customers and work backwards. Seek to understand the challenges, fears, and desires your customer's are dealing with, and then focus sharply on how you can help solve these issues. Develop your marketing messages based on your customer insights.

3. Punch through the noise

Based on what you know about your customers pain points, boil down your customer solutions into a Unique Selling Proposition (USP) that will overcome customer hesitation. Refine your USP into one clearly defined message. Promote your USP vigorously on your website and in all your marketing material. Make sure employees can also confidently communicate it to customers.

6. Start with a bang!

Nobody talks about boring businesses. Try and come up with some newsworthy event or gimmick to launch your business. Study how other businesses launch- Can you do better? Invite local identities and business people to your launch and contact your local newspaper to send out a reporter to cover the story. Some innovative thinking can lead to free publicity.

4. Develop a strong website

A website can be a powerful marketing tool. Some priorities:

- Make sure customers can find you. Get expert advice to improve your SEO and consider Google Adwords to increase your reach..
- Make the website fast and user-friendly. Get outsiders to test the site without any prompting and then set about fixing what frustrates or baffles them.
- Include credibility-enhancing Frequently Asked Questions, Customer Feedback or Projects Completed sections.
- Include social media buttons to help readers spread the word.
- Encourage people to sign up for a newsletter in return for free e-books, access to premium sections or other incentives.
- Add a blog and give people a reason to return by featuring interesting & relevant content. Providing no-strings attached content allows you to build trust, demonstrate expertise and eventually break down built in sales resistance

5. Utilize Social Media

Profiles on social media such as business-focused LinkedIn or people-focused Facebook and Twitter are useful ways to develop conversations with customers or potential customers. Consider your social networking strategy within the context of your overall marketing strategy and your desired level of engagement on these sites. Try and drive traffic from your social sites back to your website by including links to newly published blog posts, or to current promotions you may be advertising.

7. Build a customer database

A good customer database is worth gold. It is easier and cheaper to sell more to existing customers than it is to find new customers. Start capturing customer information (with their permission) from day one, and decide what details you need to include that will help you build repeat business.

For example, you can record what customers buy (and have not yet bought), how often they buy, how much they spend, and when their purchases of services are likely to need renewal. Your database will help you build a more complete profile of your customer types, so you can focus on finding more people like your best customers.

8. Network, network, network..

Business is all about people. The more people you know, the better, so make an effort to get out there and meet others in the community. Join your industry or professional association and local organization such as small business networks, the chamber of commerce and community groups such as Rotary or Lions clubs. Remember, being able to pitch your business confidently is also important.

9. The Power of Referrals

Business is all about people, and people like to refer quality businesses to friends and family, why? because it makes them feel good. Also, research has shown that referrals are the #1 method buyers use when looking for goods & services. So, the more people you know the better, so try and make an effort to get out there and meet others in the community. Join your industry or professional association and local organization such as small business networks, the chamber of commerce and community groups such as Rotary or Lions clubs. Remember, being able to pitch your business confidently is also important and do not be afraid to ask for referrals.

10. Track your Marketing Efforts

Focus on marketing tactics you can measure to avoid the mistake of many businesses who don't measure marketing results. You may be talked into some radio or newspaper ads but if you don't measure what happens, you'll never know if your investment was wise or a waste. Measuring can be anything from adding a clip-out coupon or code to promotional material, to simply asking customers "By the way, how did you find out about us?"

Remember- Don't be afraid to get creative and experiment with your marketing.