

How to market your business

A guide to attracting new customers



Get the right message, to the right people, at the right time

When budgets are tight, marketing might be the first expense you look to cut. But not getting your sales message in front of potential customers can impact the long term success of your business. You don't have to pay the high costs of traditional advertising. Using your own expertise, digital sales channels and a little effort can go a long way in selling your products or services.

Five ways to market your business on a shoestring



Collaborate

Put together a group of synergistic, non-competitive businesses in your area and agree to cross-promote. Your combined voices will attract more attention.



Network

Put yourself out there, shake some hands, get to know people. A strong network provides potential business in itself, and will spread the word for you.



Get referrals

Referrals make it easier to get in the door with new customers. Most people say they are happy to provide a recommendation if asked.



Be an expert

Writing blogs, creating videos and designing infographics gives you authority as a trusted expert, and also brings free traffic to your website.



Share

Give people a free trial or a sample. Everyone's more comfortable buying something they've been able to experience first. If not a free sample, offer a discount for first timer buyers or for loyal customers, or both.

Have a compelling brand story

Start by establishing a unique Value Proposition. This means communicating exactly what you're offering your customers. It should be quick, memorable and help you stand out from your competition. You can support it with other messages, but they should never get in the way of your Value Proposition. Then make certain your logo, colours, type, graphics and design system all support it – reflecting your business's unique personality and offering.

Create a winning elevator pitch

According to a study conducted by Microsoft, an adult's average attention span is about eight seconds. That's all the time you have to grab someone's attention. Because you should be ready to sell at any time, wherever you are, a compelling 10-second elevator pitch enables you to present a well-rehearsed and consistent sales pitch at the drop of a hat.

Know your competitors

Before you make your mark on your market, you need to know what your market looks like. That means looking at your competitors, where they're strong, where they're weak, and where the opportunities are for your business. Do your research, and you'll know better how to make your business a success.





Use social media

Popular social media channels such as Facebook, Twitter, Instagram, Pinterest, Reddit, LinkedIn, Google Plus and Snapchat have valuable roles to play when promoting your business. Each is unique in its own right and has a unique role to play. Rather than try to master it all at once, choose a few you like and try to master those first.

Be imaginative about where you advertise

You can promote your products and services through lots of free or easily affordable methods. These include:

- ✓ A telephone message that plays your promotions while customers are on hold.
- ✓ Shop window decals advertising your latest offer, product or service.
- ✓ Car window stickers displaying your advertising while you drive around town.
- ✓ Advertising on email signatures or letterheads.
- ✓ Sending special holiday discounts, birthday coupons and surprise rewards to your mailing list.

Three top tips

1

It's a lot cheaper to keep a customer than it is to get a new one. Maintaining strong relationships with your existing customers is crucial.

2

Make sure your brand story is relevant to your potential customers – talk to them about what's important to them, rather what's important to you.

3

A brand identity is more than a logo. It influences your customers' experience at every touchpoint. It affects how they view your relevance and your trustworthiness.



Want to read more?

www.entrepreneur.com/article/286171

www.businessknowhow.com/marketing/strategies.htm

<https://startups.co.uk/marketing-your-new-business>



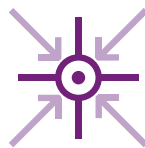
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