

LOW COST MARKETING FOR SMALLER BUSINESSES

We work with clients of all shapes and sizes, and the principles of marketing are the same whoever you are. It's all about identifying your target market, understanding what they want and delivering the goods, profitably.

Easy to say, but not so easy to do, particularly within smaller businesses where there is less margin for error than in a multi-million pound enterprise.

Money spent on marketing should be money well spent, but only if it is well thought through and well executed. Much of the real cost lies in time spent thinking and planning, and this is essential, as it reduces the chance of expensive mistakes later on.

This is for you.

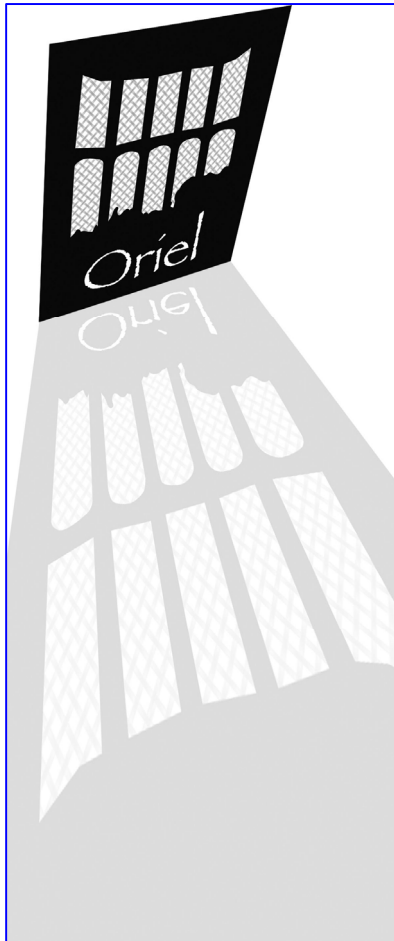
The most important step is to decide exactly who you want to attract. It is more effective to target a small market well, than a large one badly. Be specific: age, location, life-stage and reasons why they might need your product.

That's just what I need!

Being specific makes the next bit easier. Tell them why they need your services. Put ideas in their head. Great marketing creates demand, even for things we don't realise we need. (Whoever thought they needed to take photos on their phone?)

There they are again...

Your potential customers need to see you everywhere. None of us absorb messages the first time, but after we've seen an advert in the paper, had a leaflet through the door and heard someone talking about it in the pub, the message starts to sink in. Not as hard as it might sound, if you've chosen a very specific target market. And don't expect people to act straight away. They will need reminding at intervals.



They're doing well!

Media coverage is a great way to gain credibility for your business, with the proviso that you can't guarantee coverage or content. Look out for publications that your customers see, and keep them informed about your successes. Local papers and trade magazines welcome interesting and relevant material that their readers will value.

If you scratch my back...

Word of mouth recommendation is the most cost effective marketing tool. Asking your customers for a recommendation is a good habit to get into, and you'll soon find out which ones are natural networkers. Always ask new customers where they got your name, and if you've been recommended find out by whom.

Informal links with other companies work well for both partners. If you are targeting the same customers with different products, or have related products then recommend each other. Look around you and see it in practice. Builders and decorators? Hairdressers and beauty salons? Printers and graphic designers? Estate agents and solicitors?

Keep it up

Marketing should be part of your day to day operation, and like other areas of your business it will develop. Make sure it is working hard for you, and delivering profitable growth. If you don't review on a regular basis, it will be reflecting what you used to do, rather than what you aspire to do.

**If your marketing needs to work harder for you,
call Oriel Marketing on 01252 727625 for a FREE marketing
health check.**

www.oriemarketing.com