



Marketing Your Small Business

Presented to
the Solon Chamber of Commerce
March 22, 2013

What is Marketing?

Marketing supports sales

- Sets the stage
- Defines the audience
- Builds awareness
- Generates leads



The Path to Success

- *Clearly* identify your goals
- Develop a **sustainable** strategy and specific tactics
- Create broader consumer awareness/
branding
- Tie it all together



Know Yourself

- Your value from the client's perspective
- Key differentiators
 - USP/Value Proposition
 - Not what I've done or what I can do, but how what I do translates into results for you
- Your market niche

Know Your Markets

- What are you *really* selling?
- What do they *really* need?
- What makes them tick? (demographics, psychographics)
- How do you reach them?
- Is each segment different?

How do I begin?

- Keep it simple and precise
 - Make it your own
- Allow for growth & change

Refine Your Message



- Segment your message where necessary (one size does not fit all)
- Address gaps
- Stimulate emotions
- Solve problems
- Answer concerns
- WIFM?

- With precision
- Accountability
- Consistency
- Long-term repetition
- Balance of media

Budget but be flexible



A Proven Approach

1. Identify business objectives
2. Define audiences
3. Formulate appropriate messages
4. Identify communications channels
5. Create budgets and schedules
6. Produce compelling communications materials
7. Manage the entire process from start to finish
8. Test your systems
9. Measure the results
(cost per lead/incremental sales/gross/net)

