



transforming Vision into Visuals

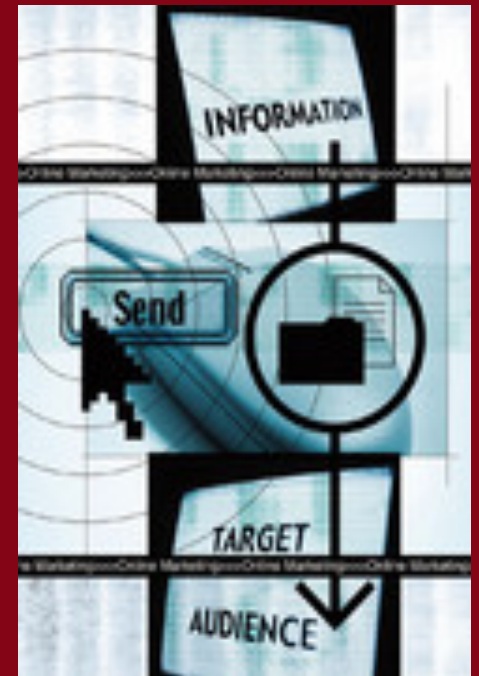
Marketing 101 for the Small Business

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What Is Marketing?

According to the American Marketing Association:

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”



Say What?

In lay terms, marketing is: *the process of identifying, communicating with, and persuading those who would be most interested in your product or service, to purchase it.*

Three Basic Components of Marketing

1. *Identify* your client base
2. *Communicate* effectively with potential clients
3. *Persuade* clients to use your product or service



Identify Your Client Base



- Create a demographic profile of your ideal client/clients: gender, age, income, buying habits, lifestyle and values
- If you don't know your market, look at your competitors' demographic
- Or, try test marketing your product/service to find your audience
- If you have a specialty, use that to your advantage—the more specific your target audience, the easier it is to find them, and the less competition you will have

Communicate with Potential Clients



- Identify the places you are most likely to find your clients
- Identify the most effective communication tools for your business. Some examples: networking, web, mailings, ads, radio/other media, speaking engagements, blogs, articles, signage, promotional products
- Diversify your communication tools: use a multi-pronged approach—choose the three or four strategies that will be most effective for your business and stick with them

Persuade Potential Clients to Use Your Product or Service

- *Differentiate:* What makes you better than your competitors? Price? Service? Expertise? Scope out your competitors and offer something they don't
- *Understand your Customer:* Figure out what they value most and provide it
- *Create a Message:* Create a memorable message and "brand," and communicate it consistently throughout all your marketing materials
- *Make It Easy:* Make sure the buying experience is clear, easy and pleasurable. From your website to your phone message to your contact materials, make sure it is easy for a customer to work with you



The Missing Ingredient: **Create Partnerships**



- *It's not all about competition*
- Create strategic partnerships with complementary business owners *and* competitors
- Identify each other's specialties and refer to each other
- Share information and resources about marketing successes and failures; education about your market and clients is one of the most important edges you can have in business

How You Can Take Action



- *Do you need a marketing plan?*

If you already have one, you should be evaluating its effectiveness at least annually, and modifying it as necessary

If you do not have one, evaluate your sales goals, and if you are not meeting them, you probably need to consider a more focused marketing strategy

- *How do I start?*

There are many resources to help you—contact Enterprising Graphics for an evaluation of your business marketing goals and check out the resource list here and on our website.

Online Resources

Entrepreneur Magazine (Marketing column)

www.entrepreneur.com/marketing/

About.com: Marketing

www.marketing.about.com/

Guerilla Marketing Blog

www.gmarketingblog.com/

