

## Ten Powerful Marketing Tips for Small Businesses

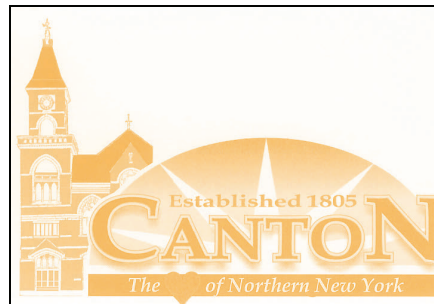
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1. **Print your best small ad on a postcard and mail it to prospects in your targeted market.**
2. **No single marketing effort works all the time for every business, so rotate several marketing tactics and vary your approach.**
3. **Use buddy marketing to promote your business** - if you send out brochures, you could include a leaflet and/or business card of another business, which had agreed to do the same for you. This gives you the chance to reach a whole new pool of potential customers.
4. **Answer Your Phone Differently** - Try announcing a special offer when you answer the phone.
5. **Stick It!** - Use stickers, stamps and handwritten notes on all of your direct mail efforts and day-to-day business mail.
6. **Send A Second Offer To Your Customers** - Send a handwritten note to your customer thanking them for their business and informing them that upon their return with "this note" they may take advantage of a private offer, such as 20% off their next purchase.
7. **Newsletters**
8. **Seminars/ open house** - Hosting an event is a great way to gain face time with key customers and prospects as well as get your company name circulating.
9. **Bartering** - You can trade your product for advertising space or for another company's product or service. This is especially helpful when two companies on limited budgets can exchange their services.
10. **Mail Outs** - Enclose your brochure, ad, flyer etc. in all your outgoing mail.

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## Business Diagnostic Series:

### Marketing



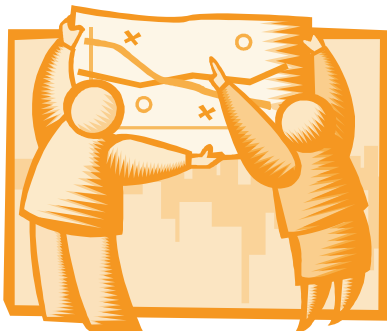
**Getting your business known**

# Marketing and Advertising Tips

Marketing tends to be the weakest part of many business plans when in fact it is the most important. A business can use marketing to show the true need for their product or service. There are different aspects of marketing that help to promote a business.

These include:

- Knowing the Competition
- Creating a Market Profile
- Understanding Key Advantages and Disadvantages
- Marketing Strategy
- Knowing the Marketing Objectives
- Advertising



## Market Your Business

Are there ways to market your business that will not cost you a fortune? How can you get the word out without driving your company into a financial black hole?

1. **Network at events.** Go to Chamber of Commerce meetings and other organizational meetings that will be attracting your "ideal" client. Gather business cards and then begin to phone and email to follow up from the meeting. Do this immediately while you are still fresh in their mind. If they cannot use your services, ask them if they know of someone who can and get their contact information.
2. **Attend public meetings.** At every public meeting, make a commitment to say something that could be useful to those that are attending. This is a great way to not only share your knowledge and help others, but it also puts you in the eye of those who could use your services.
3. **Create a "useful" handout.** A handout that, when given to a recipient, they will keep because it has value. Make sure that you include your name, phone number, mail and email addresses.
4. **Create joint-ventures.** Find colleagues and business associates whose business compliments yours and do joint promotions.
5. **Write letters to editors of local newspapers and business publications.** Make them interesting and newsworthy. You'll be surprised at how often a good letter will get printed. Do not forget to include your contact information and website address.

Info found at: <http://marketing.about.com/>

## Does Your Slogan Stick?

Your slogan should stick in the minds of those that hear it or see it, but that isn't always the case. After all, how do you create a slogan that has the components that make it memorable and sticky? Here are six components that will help you create that slogan that people won't forget.

1. **Make it Memorable-**Your slogan must be memorable. Make it easy to remember, something they want to brand in their memory and possibly even repeat to others.
2. **Key Benefits-**Your slogan must contain a key benefit of the product or service. Give them a reason to remember it.
3. **Differentiate Your Brand-**Does it bring out the character of the product or service that sets it apart from your competitors?
4. **Solidify the Brand-**It must recall the brand name otherwise who cares who remembers it.
5. **Rhythm and Rhyme-**Does it have a ring to it? The rhythm of the tagline will help to stick in the memories of those that read it or hear it.
6. **Warm and Fuzzy Effect-** Does your slogan leave people feeling warm and fuzzy? Does it bring a smile to their face or perhaps even a little chuckle? A slogan is more likely to stick in the minds of others if it imparts a positive feeling or emotion.