



Marketing on a Shoestring

Research Effective Tactics Specific to Your Business

Define your target audience. Understand your customer and research the most effective ways to connect with them. Example: If your ideal customers are seniors – direct mail may be a good option. If your customers are younger, consider social media marketing campaigns. Research thoroughly. Take a class. Stay up to date and informed.

Create an Effective Online Presence

Every business should have a website that is properly designed for effective messaging and optimum visibility (Search Engine Optimization – SEO). Utilize an appropriate social marketing platform(s) (Facebook, LinkedIn, Twitter, etc.) to increase your visibility and market your products and services. Be sure to connect this platform with your website and in your email signature line. Take a class and stay up to date on the many free and essential marketing tools available. JCBRC offers monthly classes – check the calendar to see what's coming up next!

Networking, Networking, Networking

The goal of networking is fact finding – not selling! Get to know others before you share your business or products. Be attentive and listen. Find ways to help other business owners and focus on building relationships. Become a resource for others and your network will grow! Contacts you make today can turn into business months down the road. Provide gifts for drawings at networking events. Also, offer your product/services as silent auction items for non-profits.

Cooperative Advertising

Retailers and service providers that share a common theme or geographic area can pool advertising resources for a bigger splash. Find ways to connect with other business owners looking for similar types of clients and work together to help each other's business grow.

Thank You Cards to Customers/Clients & Prospects

Send a personalized message by mail. Show customers/clients and prospects that you remember them and appreciate their business and their time. Ask for referrals from your existing clients. Offer a discount to them for referring you as a "thank you".

Educational Presentations

Depending on your business/industry there are numerous service organizations always looking for qualified speakers. Public speaking is an extremely beneficial and free way you can connect with new clients. Be sure and share information that is educational, practical tips that they can implement now. Unless the expectation has been set, this is not the time to sell. Useful information builds your credibility as an expert in your field.

Contact JCBRC today and set up a Marketing Analysis Check up and let us help you create a customized marketing program for your business!

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