

*Business &
Agriculture*

Marketing your business on a small budget

5 Marketing Guidelines

1. Know your target market (ideal client)
2. Develop a marketing plan
3. Allocate a marketing budget
4. Be consistent
5. Be patient



Know your market



Identify your ideal customer



Fish where the fish are

Differentiate Your Business

- Why should people buy from you?
- What benefits do you offer?
- What benefits do you offer that your competitors don't?
- What makes you unique?



Develop a Simple Marketing Plan

1. Write down your marketing objectives
2. What marketing tools you are going to use to achieve those objectives?
3. How much money, or time, you are going to allocate to each marketing tool
4. Develop a weekly marketing to-do list
5. Monitor and update





You want
people to
know, like and
trust you

Focus on Your Brand

- Spend some money on design
- Create great marketing materials
- Develop an image/look you're proud of and ensure it's consistent. Customers love consistency.



Stationery – Telephone Manner – Customer Service –
Uniform – Website – Advertising – Email Format –
Business Card

Everyone
is responsible
for marketing.
It's a team
effort!



Become a Master at Networking

- Set networking goals
- Do your research and attend the right events
- Find out about people by asking questions
- Listen to some of their challenges that you might be able to help with
- Mix and mingle



Become a Master at Networking

- Focus on relationship building not selling
- When introducing yourself, focus on the benefits your business can offer the potential client
- Follow-up with a brief email or phone call within 24 hours of the event
- If you meet someone you think you can work with set up a meeting to explore opportunities
- Build a database of good contacts

Get Free Publicity

Free publicity can be good for your business

- It gives you credibility
- You'll get a great return on investment – it's free or nearly free
- It'll help build your brand
- Current or potential customers may read it
- It helps improve staff morale

Tips on How to Get Free Publicity

- Target your media
- Write a great press release:
 - Have real news
 - Use a catchy headline
- Things that may attract media attention
 - Being first, unique, local angle, trends, overcoming adversity, refuting myths, solutions to common problems

Run Regular Promotions

- Use a powerful attention grabbing headline
- Make a clear and persuasive offer
- Use graphics
- Focus on the benefits of your products or services



Powerful Words:

- Easy
- The secrets to ...
- Unlock, Finally, Insider, How-to, 5 Ways You Can
- Free Bonuses
- Now You Can
- Discover
- Proven

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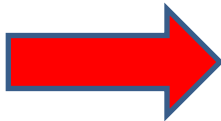
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Your Website

- Use clear, concise and direct language
- Focus on your customer's needs
- Use great sales copy
- Have a clear call-to-action
- Make it easy to navigate
- Have a strong opt-in offer to collect emails



Your Website

- Include an interesting 'About us' page showing your expertise
- Include contact information
- Include testimonials from happy customers



Email Newsletter

- It's a great way to keep in touch and educate your current and potential customers
- Include a sign-up form on your website
- Develop a great title
- Include interesting useful content
- Send it out regularly and personalize it
- It helps keep your business name in front of customers

Build an Online Community

- *facebook*: Develop a business page to connect with customers
- Increase your likes by inviting people on your email list, running contests and interacting with your followers
- *LinkedIn*: Build a profile and seek out business opportunities by joining targeted groups



Build an Online Community

- *Twitter*: use it to educate your clients and show your expertise
 - Use Google Reader and Alerts to come up with interesting content
 - Use #hashtags
- Blog: develop content to educate and inform your clients



Free Stuff

- Free consultation
- Free demonstration
- Free seminars
- Free samples
- Craigslist



Develop Strategic Partnerships

- Find non-competing companies
- Ensure the business has similar goals and values as yours does
- Ensure it's a win-win deal
- Ensure you have an agreement in writing



Use Video to Educate Your Customer

- Use videos to educate & inform your customers
- Develop great titles
- Create good content
- Publish videos regularly
- Develop keyword tags for your videos
- Promote your videos



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Thank You

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