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- Attract new customers and keep them coming back
- Harness social media as a marketing tool

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# *Small Business Marketing*

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**by Paul Lancaster and Barbara Findlay Schenck**

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## **Small Business Marketing For Dummies®**

Published by: **John Wiley & Sons, Ltd.**, The Atrium, Southern Gate, Chichester, [www.wiley.com](http://www.wiley.com)

This edition first published 2014

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A catalogue record for this book is available from the British Library.

ISBN 978-1-118-73077-5 (hardback/paperback); ISBN 978-1-118-73075-1 (ebk); ISBN 978-1-118-73080-5 (ebk)

Printed in Great Britain by TJ International, Padstow, Cornwall.

10 9 8 7 6 5 4 3 2 1



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# Introduction

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**M**arketing is the process through which you win and keep customers. But while the definition of marketing is cast in concrete, everything about *how* businesses market has changed.

A growing number of customers now meet businesses online long before they venture through their doors. Increasingly, they form opinions based not on marketer-produced messages but on what others – or what Google – tell them about a product or business. They read online reviews more carefully than they read business brochures. And they're not hesitant to share their love or lack thereof for the companies and products they encounter, passing on their opinions not just to those within earshot but to any of the 2 billion-plus Internet users worldwide who come across their posts.

Welcome to marketing in today's screen-connected, customer-empowered world.

And welcome to *Small Business Marketing For Dummies*, written to prepare your small business to succeed in the exciting, fast-changing marketing world around you. From updated techniques for using traditional advertising and communication approaches to all-new advice for shifting marketing emphasis toward digital communications, count on the upcoming 350-plus pages to prepare you for better marketing in the following ways:

- ✔ New coverage of how to use the Internet and social media networks as your most-essential guerrilla-marketing tools.
- ✔ Revamped instructions for generating publicity in today's wired, linked and blogged world.
- ✔ Step-by-step advice for shifting from one-way to two-way marketing communications that inspire customer interactions and loyalty in today's connected and competitive marketplace.
- ✔ Updated advice and examples throughout, including the newest tips for generating product innovations, marketing communications, consumer trials, sales and loyalty.
- ✔ Expanded advice on business branding and personal branding, and how to balance the two for the health and value of your business.

Whether you're marketing on the high street or online, whether your company is a growing enterprise or a one-person shop, whether your business is starting up, making a U-turn or growing beyond your wildest expectations, this book aims to serve as your marketing partner as you plan and implement a marketing programme to reach out to the customers who will help you write your success story.

## About This Book

*Small Business Marketing For Dummies* is especially for businesses that operate without the benefit – or the expense – of a high-powered Chief Marketing Officer (CMO), an award-winning ad agency or even a member of staff dedicated full-time to the task of managing your marketing activities.

Every example in this book is directed at the businessperson who wears all the hats and markets in whatever time remains. If that person sounds a lot like you, keep reading!

You have a business to run, customers to serve, product issues to address and a lineup of deadlines and decisions looming. You also have questions about how and how much you should be marketing, whether you need to be active online and how to best invest your time and money to draw customers to your cash register. If you fit the small business mould, you're strapped for time and need quick answers, rapid-fire advice and street-smart solutions that you can put to work immediately. This book gives you all that and more.

## Foolish Assumptions

We never introduce a *For Dummies* book without reminding readers that anyone smart enough to turn to one of these yellow-and-black books is no fool. Here are a few other assumptions we make about you:

- ✔ You market a small business or organisation, probably with a tight budget and with a marketing staff made up of just you, or you and only a few others.
- ✔ You're baffled by the new marketing options you hear about every day and aren't sure how to proceed and which approaches – from traditional advertising to online and social media communications – to use.
- ✔ You're aiming for greater business success and aren't sure what marketing path to follow.

## Icons Used in This Book

Marketing is full of logos, seals of approval and official stamps. In keeping with tradition, throughout the margins of this book you'll find symbols that spotlight important points, shortcuts and warnings. Watch for these icons:



This icon highlights the golden rules for small business marketing. Write them down, memorise them and use them to guide your marketing decisions and actions.



Remember the line, 'Don't tell me, show me'? This icon pops up alongside examples that show you how an idea applies in real-life marketing practices.



Not every idea is a good idea. This icon alerts you to situations that deserve your cautious evaluation. Consider it a flashing yellow light.



The bullseye marks text that helps you stretch budgets, shortcut processes, make confusing steps easy and seize low-cost, low-effort marketing opportunities.



It's not all Greek, but marketing certainly has its own jargon. When things get a little technical, this icon appears to help you through the translation.



This icon lets you know that there's a form, checklist, worksheet or resource you can find through [www.dummies.com/extras/smallbusmarketing](http://www.dummies.com/extras/smallbusmarketing) that will help you complete a step in the marketing process.

## Beyond the Book

In addition to the material in the print or e-book you're reading right now, this product also comes with some access-anywhere goodies on the Web. Check out the free Cheat Sheet at [www.dummies.com/cheatsheet/smallbusmarketinguk](http://www.dummies.com/cheatsheet/smallbusmarketinguk) for some key tips and tricks for getting your business noticed.

You can also find loads of other useful resources at [www.dummies.com/extras/smallbusinessmarketing](http://www.dummies.com/extras/smallbusinessmarketing), including a link to a sheaf of forms to help you in your marketing activities. This table gives you the full run-down on what's available.

<i>Form Number</i>	<i>Form Title</i>	<i>Description</i>
<b>Chapter 2: All about Customers</b>		
Form 2-1	Customer Profile Template	A template for creating a description of customers of your business
Form 2-2	Market Segmentation Analysis	A worksheet for listing and studying revenues by geographic market area
Form 2-3	Channel Distribution Analysis	A worksheet for listing and studying revenues by distribution channel
<b>Chapter 3: Seeing Your Product through Your Customers' Eyes</b>		
Form 3-1	Product Line Analysis	A worksheet for listing and studying revenues by product line
<b>Chapter 4: Sizing Up Competitors and Staking Out Market Share</b>		
Form 4-1	Competitive Intelligence Worksheet	A form for compiling competitive information, analyses and opportunities
<b>Chapter 5: Setting Your Goals, Objectives, Strategies, and Budgets</b>		
Form 5-1	Statement of Purpose Worksheet	A form that lists questions to address and a template to follow when you produce the statement of purpose for your business
Form 5-2	Goals and Objectives Worksheet	A form that lists questions to address and templates to follow when you set goals and objectives for your marketing efforts
Form 5-3	Strategy-Setting Worksheet	A form that lists questions to address when you set pricing, product, promotion and place or distribution strategies
<b>Chapter 6: Taking Stock of Your Business Image</b>		
Form 6-1	Impression Inventory and Audit	A form for listing and rating the quality of every impression your business makes in its marketplace
<b>Chapter 7: Forging Your Brand</b>		
Form 7-1	Do You Have the Makings for a Powerful Brand?	A worksheet for plotting a strategy to add horsepower to your brand, from Liz Goodgold
Form 7-2	Six Brand-Management Steps	A worksheet to guide the steps necessary for building a brand for yourself or your business
Form 7-3	Test Your Tagline I.Q.	Grade your tagline by taking the Tagline Test from Eric Swartz, The Tagline Guru
<b>Chapter 8: Creating Marketing Communications That Work</b>		
Form 8-1	Creative Brief	Seven questions to answer before developing marketing communications

<b>Form Number</b>	<b>Form Title</b>	<b>Description</b>
<b>Chapter 9: Hiring Help When You Need It</b>		
Form 9-1	Agency Selection Checklist	Questions to answer as you evaluate each agency under consideration
Form 9-2	Website Designer Selection Checklist	Questions to answer as you evaluate each website designer under consideration
Form 9-3	Planning Your Website Worksheet	A checklist provided by Janine Warner, author of <i>Websites DIY For Dummies</i>
<b>Chapter 10: Establishing an Online Presence</b>		
Form 10-1	Support Site Considerations	A questionnaire to complete before investing in a support site and moving some or all customer support functions online
Form 10-2	Planning Your Mobile Website	Information and a checklist of considerations to weigh when deciding on a mobile website
Form 10-3	Is E-Commerce Right for Your Business?	Questions to weigh when deciding whether to invest in an e-commerce site
<b>Chapter 11: Getting Interactive with Social Media</b>		
Form 11-1	20 Tips for Becoming Successful on LinkedIn	A checklist of advice from Viveka von Rosen, CEO of Linked Into Business
Form 11-2	Checklist of Content-Generating Approaches	A list of content categories you can turn to when developing shareable content for social media interaction
Form 11-3	Social Media Tracker	A form you can use to track social media participation and effectiveness levels
Form 11-4	Social Media Programme Planning Checklist	A form listing the steps to take and issues to consider as you plan, implement and monitor your social media programme
<b>Chapter 12: Packaging Your Message for Blogs and Other Online Channels</b>		
Form 12-1	Blog Editorial Calendar and Post Planner	A chart for planning a month of blog posts
<b>Chapter 14: Broadcasting Your Message on Radio, TV, and Online</b>		
Form 14-1	Talent Release Form	A sample form for requesting talent permission agreements from those featured in your ads

<i>Form Number</i>	<i>Form Title</i>	<i>Description</i>
Form 14-2	Radio Advertising Checklist	A checklist to help you evaluate your radio ads
Form 14-3	TV Advertising Checklist	A checklist to help you evaluate your TV ads
Form 14-4	Planning a Webinar Checklist	A checklist detailing the steps involved in planning, announcing and hosting webinars
<b>Chapter 15: Snail-Mailing and E-Mailing Your Customers Directly</b>		
Form 15-1	Writing Direct Mail Letters	A checklist to use when composing the letter that accompanies traditional direct mailers
Form 15-2	Writing and Sending Effective Marketing Email	A checklist of actions to take and advice to follow when creating and sending email to your opt-in list
Form 15-3	Creating an Effective Landing Page	A list of attributes good landing pages have in common
<b>Chapter 16: Brochures, Promotions, Trade Shows, and More</b>		
Form 16-1	Brochure Production and Distribution Guidelines	Advice to consider when writing, designing and circulating sales literature
Form 16-2	Newsletter Production Guidelines	Advice to consider when writing, designing and circulating printed and e-newsletters
Form 16-3	Promotion Planning Guidelines	A list of promotion planning steps and considerations
<b>Chapter 17: Public Relations and Publicity</b>		
Form 17-1	Printed News Release Checklist	Advice to follow when writing and producing hard-copy news releases
Form 17-2	Media Interview Preparation Checklist	Help for planning for and participating in media interviews
Form 17-3	News Conference and Event Checklist	A list to follow when you're considering or planning a news event
<b>Chapter 18: Making Impressions through Networking and Presentations</b>		
Form 18-1	Writing Your Elevator Pitch	A formula to follow when preparing an introduction for your business
Form 18-2	Introducing Your Business by Phone	A checklist for making introductory phone calls
Form 18-3	Writing Letters or Emails to Introduce Your Business	A checklist for writing letters or email messages that introduce your business



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<i>Form Number</i>	<i>Form Title</i>	<i>Description</i>
<b>Chapter 20: Enhancing Customer Service and Developing Loyalty</b>		
Form 20-1	Evaluating Your Customer Service	Questions to ask and answer as you assess the quality of customer service in your business
Form 20-2	Improving Your Customer Service	A form for benchmarking and improving customer service levels
Form 20-3	Customer Satisfaction Analysis	A checklist of approaches for winning increased business and turning customers into customers for life

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## *Where to Go from Here*

The role of marketing is to win and keep enough highly satisfied customers to keep your business not just in business but on an upward curve – and that’s what this book is all about.

Hit the table of contents or index and you can dart straight to the pages that hold the advice you need right now.

Or become the marketing genius for your business by reading this book from cover to cover. It walks you through the full marketing process and helps you tailor your marketing programme, create your marketing messages and produce marketing communications that work.

For the price of this book, you can get what big businesses pay big money for: a bespoke marketing ‘consultation.’ Every chapter includes the latest facts and advice, and most also include how-to information from a lineup of amazing and successful experts who were generous enough to share their best tips in the pages of this book. We all wish you marketing success!



## Part I

# Getting Started with Small Business Marketing

getting started  
with

**Small Business  
Marketing**  
Marketing



*For Dummies* can help you get started with a huge range of subjects. Visit [www.dummies.com/extras/smallbusinessmarketing](http://www.dummies.com/extras/smallbusinessmarketing) for free bonus content, including forms designed to help your marketing efforts.

## *In this part . . .*

- ✔ Get the big marketing picture for the small business.
- ✔ Rev up your business and jump-start your marketing programme.
- ✔ Analyse and define your customers, your product and your competitors.
- ✔ Set your marketing goals, objectives, strategies and budgets.
- ✔ Shape your business's future.

# Chapter 1

## Framing the Marketing Process

### *In This Chapter*

- ▶ Taking the necessary marketing steps that lead to sales
- ▶ Getting your marketing programme started
- ▶ Understanding how small business marketing is different

You're not alone if you opened this book looking for an answer to the question, 'What is marketing, anyway?' Everyone seems to know that marketing is an essential ingredient for business success, but when it comes to saying exactly what it is, they're not so sure.

People aren't sure if marketing, advertising and sales are the same or different things. And they're even less sure about what marketing involves and how to do it well.

To settle the matter right upfront, here's a plain-language description of what marketing – and this book – is all about.



*Marketing* is the process through which you win and keep customers.

- ✔ Marketing is the matchmaker between what your business is selling and what your customers are buying.
- ✔ Marketing covers all the steps involved in tailoring your products, messages, online and offline communications, distribution, customer service and all other business actions to meet the desires of your most important business asset: your customer.
- ✔ Marketing is a win-win partnership between your business and your market.



Marketing isn't about talking *to* your customers; on the contrary, marketing is about talking *with* them. Marketing relies on two-way communication between your business and your buyers.

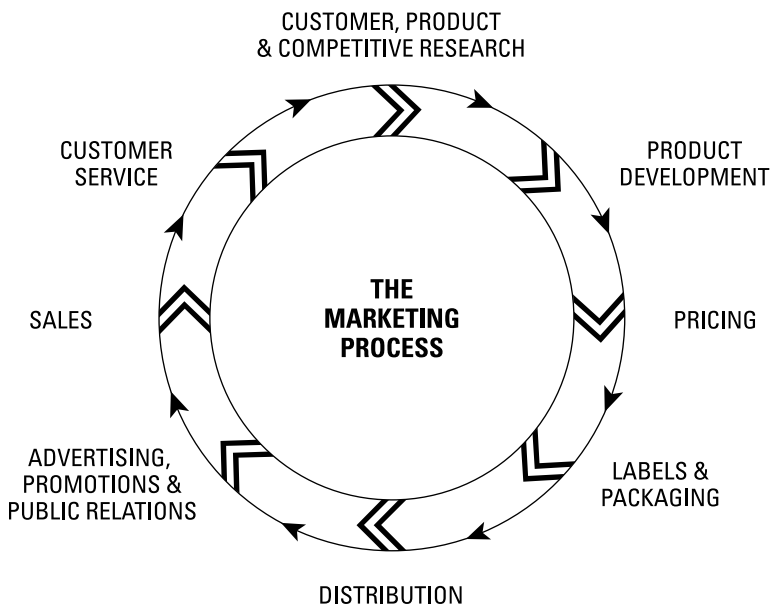
## Seeing the Big Picture

Marketing is a non-stop cycle. It begins with customer knowledge and goes around to customer service before it begins all over again. Along the way, it involves product development, pricing, packaging, distribution, advertising and promotion and all the steps involved in making the sale and serving the customer well.

### *Following the marketing wheel of fortune*

Every successful marketing programme – whether for a billion-pound business or a solo entrepreneur – follows the marketing cycle illustrated in Figure 1-1. The process is exactly the same whether yours is a start-up or an existing business, whether your budget is large or small, whether your market is local or global and whether you sell through the Internet, via direct mail or through a bricks-and-mortar location.

Just start at the top of the wheel and circle around clockwise in a never-ending process to win and keep customers and to build a strong business in the process.



**Figure 1-1:**  
The marketing wheel of fortune.