

Ten Tips for Successfully Marketing Your Business

1. Know your Unique Selling Proposition (USP). What is it that you do best? What is different about your company? Marketers often look at analogies in order to help them to identify their uniqueness. For example, what if your company was a car, department store, or animal? Which make or brand would it be? How about your competitors? Once you have a clear notion of your unique selling proposition, the next task is to determine how best to communicate this to your target market.
2. Know who your best customers are and make sure you target your marketing activity to them and people like them. Many companies use a shotgun approach to “targeting” rather than truly focussing on the bulls-eye (the rifle approach). Make sure you know your best customers – those who are most pre-disposed to your products and services. And why are they your best customers?
3. Listen to your customers and encourage feedback. Take note of all their feedback, complaints and suggestions. Once you examine them, you may find that there are common themes emerging from all feedback.
4. Reward Loyalty! Make sure your loyal customers know you appreciate them. Make them feel like valued customers and they will stay loyal. This can be done in many ways; e.g. through simple discounts, through an educational newsletter, or by setting up a loyalty card programme. Every industry is different, but loyalty can be rewarded in many ways.
5. Make sure your message is consistent – no matter what method of communication you use, your core message should stay the same.
6. Keep an eye on any new or emerging trends. That way you can stay one step ahead of your competitors and become known as a market leader.
7. Be innovative with your marketing ideas. Your marketing does not need to cost the earth, but it should be different.
8. Take advantage of any opportunity you can. Use everything available to you to make your business more visible; e.g. brand your vehicle, make use of your premises and any other space available to you to communicate your brand message.
9. Create a Marketing Calendar so that you have a clear idea of the marketing activities you have planned for the year. It will also help you to break up the year into seasons and occasions, allowing you to plan activities accordingly.
10. Don't be afraid to try new things! Sometimes the wildest ideas are a platform for a really good marketing campaign.

To find out more about how to market your business or to drop in for a consultation, please contact Róisín Ní Ráighne at Think- your marketing store:

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