



## Marketing Tips By JoAnne Funch

- Tip #1** – *Identify your target market* and the types of customers you want  
(Who is your customer? Does the customer fit into your goals? be sure to do your homework here first!)
- Tip #2** – Once you've identified who your customer is, *what image do you want to portray* to that prospective customer? Carry this throughout all your marketing, publicity and advertising.
- Tip #3** – *Be consistent!* People recognize consistency – it works!  
I.e., Printing your slogan on everything you give out shows consistency –  
Keeping in contact with prospects & customers on a schedule shows consistency, such as a Monthly newsletter, ezine or quarterly report.
- Tip #4** – *Develop a strategy* to get to your desired target market and stick to it  
I.e., if you've decided that the women are your target market, than coming consistently to women's networking groups to promote your business is a great strategy
- Tip #5** – *Marketing your business in economically challenged times* simply requires more creativity – Get over the idea that you can't make it through the slow times without offering discounts! This is the time to be smarter than your competition, sell the same product but with perhaps a new twist, or sell the same product perhaps in smaller quantities, be creative and think out of the box!
- Tip #6** – Emphasize the *return on investment* to you customer! After you've mentioned the benefits, show them what to expect in return. This is common sense but almost no one does it.
- Tip #7** – Demonstrate to each customer that you want to work closely to reach mutually beneficial goals –  
*build relationships* not just customers!



**Tip #8** – Your *website* & social media;

- Put your website address, facebook & twitter name on everything you would put your company name, logo or phone # (only add facebook & twitter if they are business related)
- Put your website on any promotional items you create for your company
- Send a mailing or email to prospects that include a coupon they can redeem if they order on-line from you
- Create an e-newsletter to send to customers, include links to your website
- Get a sticker made up with your website address and stick it on anything you give or send out
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**Tip # 9** – Be aware of your *business strengths* and focus on those strengths!  
Let people know what you're most knowledgeable about – be an expert!

**Tip # 10** – *Develop an advertising/promotions budget* & track the results  
If you don't measure your results, how will you know it's working?

**Tip # 11** - *Talk, Talk Talk & SHOW UP!*  
(get out and talk to people! Social media is great, but not a substitute for personal relationship building. Find out what people want and how your product or service might work for them or someone they know)