



Conquer the Top 6 Small Business Marketing Challenges

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Marketing is Business Development



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Branding & Image Building Advertising



Direct Response Marketing



Direct Response Marketing

- Highly Targeted & Focused
- Medium of Your Market
- Relevant Offer
- Limited Duration
- Compelling 'Call to Action'





1 - Defining Target Markets

- Who is Your Customer?
 - Understand Driving Motivations
 - Purchasing or Buying Criteria
 - Purchasing or Buying Cycle
- Prepare a Ideal Customer Profile





2 - Increasing Repeat Business

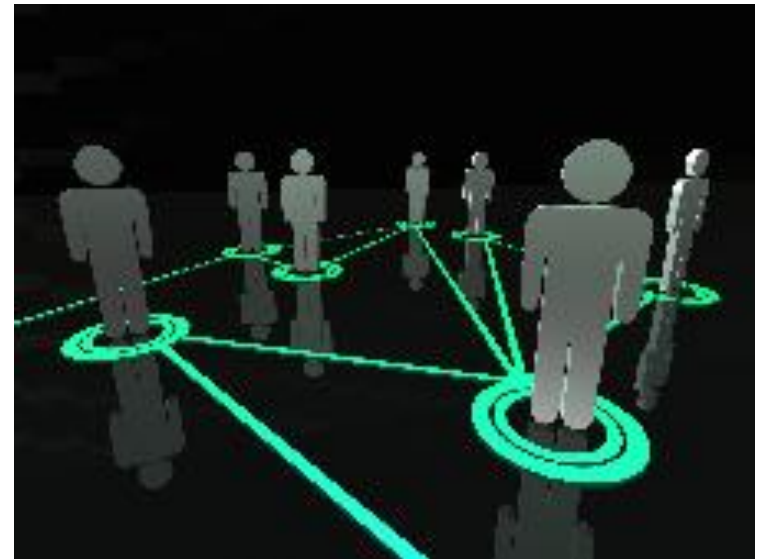
- **Deliver Customer Satisfaction!**
 - Minimum Threshold for Business
 - Give them a Reason to Return
 - Provide Value with Every Touch Point
 - Nurture Relationships
- **Run a Relationship Building Process**
 - Out-Market your Competition



3 - Getting Consistent Referrals

- What is your Referral System?
 - Promote the Importance of Referrals
 - Track Referrals and Feedback
 - Reward and Encourage

- **Ask for the Referral!**





4 – Increasing Sales Conversions

- What is Your Sales Prospecting Funnel?
 - Direct Response Promotions
 - Relevant & Powerful Messages
 - Testing, Measure/Track & Improve
- **Qualify your Sales Opportunities**





5 – Marketing Time & Resources

- Prepare a Weekly Management Plan
 - Open & Receptive to Marketing Ideas
 - Use Cost Effective Marketing Mediums
 - Discipline and Commitment
- Set a Specified Time for Marketing



6 – Developing a Marketing Plan

- **Calendar your Marketing Programs**
 - What, When, Where, Why & How
 - Keep it Short
 - Educate and Inform
- **Work your Plan and Measure Results**





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- Ask for the Referral



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