

Marketing for Small Business



Marketing is more than just selling and advertising. It's about what you need to do to capture and keep your customers over time. Your marketing plan needs to answer the question: Why am I in business, what do customers want and why will customers buy from me and not my competitors?

Developing a marketing plan should cover four main aspects:

- Market research.
- Marketing goals.
- Marketing strategies.
- Monitor and control.

Marketing Do's and Don'ts

Do:

- Regularly review your marketing strategies to meet changing situations.
- Focus on your customers' wants and needs, not on what you think you have to offer.

Find a niche - small businesses tend to succeed by offering something that's a bit different.



Don't:

- Waste money on promotional opportunities that don't fit with your strategies.
 - Neglect building networks to help you promote your business and build your reputation.
- Forget to assess the effectiveness of your strategies.