

Advanced Marketing Tips for Small Business

By Shonda Miles

This article will show you some advanced marketing techniques you can use for small businesses.

When you're marketing a small business the main thing is to remain visible. So how do you go about this?

Essentially, you can have some great marketing, but what's the point of having it if no one even looks at it? Keep in mind that someone may hear about you once but if you disappear after that one time how are they supposed to find you again?

Initial visibility is important, especially if you do it through networking, presentations, business cards, and a website; however, people forget sometimes to keep in contact with their customers and remain visible.

The most important thing in business is to have your customers remember who you are. Whatever you're selling, make sure your customers think of you first when they need something in the future.

The best way to create a marketing strategy that helps people remember you is to literally stay in touch with clients. Constantly reminding your customers that you are out there will help them remember you. If you keep in contact as the years go by, this will be beneficial to both sides.

The best way to keep in contact is by offering valuable information to your customers. Most small businesses forget this important fact. You have to offer something of value to customers. This is the only reason they will want to come back to you later. Don't have someone call just to check in every few weeks; yes, you will stay visible but this doesn't really do the trick.

Luckily, providing valuable information to your customers on a consistent basis is actually easier than you might think. Writing articles about your industry and offering information from your expertise is a great way to give something of value to your customer and have them coming back for more. Providing tips, information, and other resources, will also help build a trusting relationship between your company and the customer.

Sometimes creating valuable content is a good way to connect to your customer by providing a service that they need. They won't have to buy anything to take advantage of your content, but at the same time, they will probably turn into a paying customer by buying one of your products once again.

Staying visible is one of the most important, and easy, ways to keep clients coming back to your service or product.

Perhaps you can put your customers on a newsletter or mailing list, and keep in touch with them regularly in that way. You can come up with many different ways to stay visible that don't cost a lot of money and are very effective.

In fact, the Internet and online marketing have made it possible to keep in contact with customers even more easily. Send them valuable information through a newsletter or through a mailing list. Every week your brand name and logo will arrive in their mailbox with free information they can use in their daily lives.

This type of visibility works wonders. It's great for keeping in touch with customers in a way that is not too intrusive or pushy. And it doesn't cost a lot of money to implement. Give it a try and see how your business will continue to thrive if you do so.

In the end, visibility is the most important part of keeping customers and having them return to you in the future.

Shonda Miles is a small business coach and consultant of www.gottatakeaction.com. Her main focus is to help her clients increase their business income. She has more than 6 years marketing experience. To contact Shonda Miles regarding speaking engagements, or for more "Hot Marketing Tips" newsletter send an email to shonda@gottatakeaction.com.