

Top 10 Marketing Tips for Small Business

1. Don't be Ad Hoc

Effective planning is the best way to ensure that you maximise your marketing budget. Ad-hoc activity leads to wasted time and money.

2. Target Specific Groups

Analyse and understand which types of people are your best customers. Who spends the most? Who spends most frequently? Then look at ways of attracting those specific types of customers to your business.

Big companies have significant marketing budgets however they still carefully consider all their options to determine which ones will connect them with the right customers.

3. Skills Audit

Make a list of the skills that you have within yourself and your team. Skills such as public speaking can translate into effective marketing tools for your business. Look for opportunities to promote your business that match the skills you have.

4. Don't Waste Money

Track each campaign and promotional activity to see which ones are bringing customers to your business. The simplest way is by asking customers "How did you hear about us?"

5. Be Unique

A USP (Unique Selling Proposition) is what makes your business stand out from the crowd. [Click here for an MJH Group article on creating a USP.](#)

6. Understand the Outcome

Know exactly what you want to achieve from a campaign or promotion – it will make designing the campaign easier and enable you to check the results at the end of the campaign to see if it is worth repeating.

7. Marketing Budget

How much should I spend on marketing? There is no hard and fast rule. Marketing budgets are best set based on careful analysis of a number of factors as part of a Marketing Strategy.

8. Discounting

Discounting is never a good idea – it devalues the product and the brand and makes it difficult to justify the original price in the future.

9. Proofing Marketing Material

Be sure to read out any copy aloud to check for grammatical errors and check each word carefully for spelling mistakes. Make sure there are no unfortunate acronyms or anything that could be negatively turned around in a pun or play on words.

10. Customer Service & Satisfaction

Make sure that the service your customers receive exceeds their expectations. Don't spend money on marketing to bring customers to your business only to lose them with poor service.

More Information?

MJH Group are the outsourced marketing specialists!

For more information on Marketing Strategy, Outsourcing your Marketing Management or our Customer Understanding programs, please contact MJH Group on 03 9428 1315 or email us at enquiries@mjhgroup.com.au

We'll be happy to help!

About MJH Group

MJH Group is about answers, road maps, clarity and direction.

It's time you had answers!

Our marketing programs and services answer your marketing questions and needs.

MJH Group Marketing supports companies of all sizes who want to be more innovative and effective in their marketing. We provide marketing advice and expertise to develop strategic and tactical marketing programs.

Our customer understanding programs answer the questions that you have about your customers.

MJH Group Customer Understanding assists companies who want to improve customer relationships and find opportunities for business growth in their customer and prospect base.

Get experienced marketing resources working on your business for one or more days per month.

For more information on MJH Group or our services, or to suggest a topic you would like covered in a future report, please contact us on 03 9428 1315 or enquiries@mjhgroup.com.au or visit our web site www.mjhgroup.com.au

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