



Marketing

1. Describe what you sell and its value to your best customer in 30 seconds or less.
2. Detail who your best customer segments are: location, age, income, occupation, media, interests, price expectations, expected service level, and why they will buy from you.
3. Explain your pricing strategy and market positioning. Do they fit your customers?
4. Research and set your budget. Consider: Competition, Ability, Time, Market Size, and Money.
5. Brand your business: name, logo, slogan, attention getters, colors, and mood.
6. Decide on the media(s) you will use to reach your best customers for the best bang for your buck: Signage, Website, Social Media, TV, Radio, Newspaper, Flyers, Door Hangers, email, Direct Mail, News Releases, and Business Organizations.
7. Develop your strategy and plan for taking the steps needed to get your message to your customers. What, when, who, and how?
8. Test and implement the plan.
9. Evaluate results, consider return on marketing investment, make improvements, deliver on every promise, test, and repeat.
10. Consider how your local SBDC and industry experts such as website developers and advertising specialists may help you strengthen your branding and marketing?

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