



# FACTSHEET

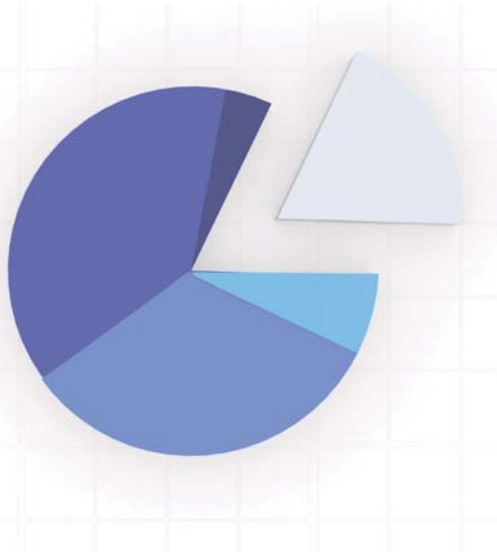
## ▼ *Business Marketing*



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To grow your business and increase profits you need to employ the most effective marketing techniques to reach your customers. Before you decide what methods will best suit your particular business, you should start with some research.



- ▶ Have you got a marketing plan?  
A marketing plan provides a guide to what you are going to do to grow your business. It should include background information, marketing objectives, market research, competitor information, price analysis, target audience, routes to market, communications plan, timing and budget.
- ▶ Have you identified your USP?  
To give you an edge over your competitors you need to identify something unique about your product or service.

## Deciding on the best ways to promote your business

Using the information from your marketing plan you can then try out and test a variety of marketing communication activities to find out what works best for your business.

Marketing activities to consider:

### Website

These days a website is essential for any business. A well designed and thought out website can greatly improve your business, but you should give careful thought to the type of website your business needs.

- ▶ Do you want to be able to up-date the content regularly?
- ▶ Will you be selling products from your site?
- ▶ How are you going to get visitors to your website?

 See the Website Fact Sheet on our website for more information

### Advertising

Whether you are using press, radio or posters you have only a matter of seconds to attract attention and deliver your message.

Always have a high impact, single, clear message in your advert and employ a good creative designer to grab the attention of readers.



## ▶ Search Engine Optimisation (SEO):

SEO is a mixture of technical improvements to your site and marketing to improve your natural position (main body of the search) on search engines such as Google.

The work would include:

- ▶ Site design and navigation
- ▶ Keyword research
- ▶ Keyword copywriting inserted into your existing text
- ▶ Competitor research
- ▶ Link exchange with related websites and directories
- ▶ Directory listings
- ▶ Google local listing
- ▶ Variety of technical improvements and checks

This process can take time to achieve results depending on where you are currently ranked and how competitive your sector is.

- ▶ See the SEO Fact Sheet on our website for more information.

## PR

Achieve free publicity for your company. If you have new product or service or a newsworthy story, writing PR is an effective way of communicating your message. There is never a guarantee that your article will be published but it helps if it is interesting, includes a photograph and is well written and formatted to make it easy for the publication to use the story.

## Direct Mail

Postal mailings with a well-worded message and an enticing offer can be an effective tool to promote your business. Personalisation of the letter or within a leaflet is now possible with digital printing. Personalisation has been proven to increase response rates and allows more accurate targeting. You can now address your DM to an individual and include their name in the leaflet you send with it.

## Email Newsletters

Interactive emails that link through to products or promotions on your website are an effective and relatively inexpensive way to increase visitors to your website.

Not everybody will want your product or services today but if you continue to communicate regularly with your customers and prospects you have an opportunity to pick up referrals and business in the future.

- ▶ See the eNewsletter Fact Sheet on our website for more information.

## Pay Per Click advertising (PPC)

PPC adverts are the sponsored lists that you see down the right hand side of Google. They are a fast method of achieving a page one position on a search engine such as Google.

Every time someone clicks through to your website from the advert you will pay a set price for the click. You can set your own budget and start or stop the campaign at any time. A well targeted Pay Per Click advertising campaign using relevant Keywords for your business can immediately increase visitor traffic to your website.

- ▶ See the PPC Fact Sheet on our website for more information..

## Case Studies

Your business success stories are an ideal way to communicate how you solved a particular problem for a customer and provide a showcase for your business. Write as many of these as you can and get them onto your website.

## Referrals strategy

These are just some of the methods you could be using to improve your marketing and attract new customers. If you are not using some of these methods – and some of them are free – you could be missing out on thousands of pounds of new sales.

You will also need to continually test and measure everything to find out what is working (and what is not working).

*If you need help, call us for a FREE review to find out if we can help you to grow your business.*

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