

Part 1 of 9

The simple guide to marketing.

Market like a corporate on a small business budget.



GET IT DONE!



ADVICE AND TIPS TO HELP SMALL BUSINESSES
LEVEL THE COMPETITIVE PLAYING FIELD



Treat
Yourself.



Turn your chores into challenges.

Create an understandable step by step guide then get the results you deserve.

How many of you start ups, sole traders or small business owners still get nervous every time you open your door to trade, that feeling of wondering have you done enough, have you done all you can to make your business succeed? With clammy hands and a heavy beating heart you try to remember your pitch, your process, your prices, descriptions, stock; whilst maintaining posture, [smiles](#) and a confident approach. On top of this you still have to find the resources and money to [market your business](#).

“Imagine reaching out to your target customers
by spending nothing more than time,
now open your eyes and make that a reality”

You must take it at face value that you don't know where your business is going to end up, you can plan, prepare and strategise, put it on paper, back it up on hard drives, but these documents can be pointless as most businesses go on to do something completely different to what they set out to do. Our best advice is, you focus and you stay focused on the end game. Focus on the people you want visiting your business day in day out, imagine who they are, where they live, what they wear, like, how they talk, smell, laugh and smile and you're half way there. The other half is how can your business add value to or enhance the better part of these people's lives?

1: Define who your target audience are

Before you outline how you [plan to connect, engage and communicate](#) with your audience, think... who are your audience and what are you willing to give them that shows their worth to you before they even start to consider browsing your goods or services?

A simple start to finding your ideal customer/client is by putting them into 3 groups specific to your business environment and industry:

Group A - People who use your product or services regularly.

Group B - People who occasionally use your products or services.

Group C - People who are willing to try your product or services.

2: It's all about the research

Do your research into these groups, nothing too stringent or in depth just enough for you to gain an understanding of the type of people you want to reach out to. Once you have an understanding of who your clients and customers are, their habits and lifestyle you'll then have a better understanding of the best medium to engage them with ([social media, digital ads, flyers, emails etc](#)) and more importantly, how it works from the end user perspective.

Plan daily for a better future.

Unless you know what the problem is you may be wasting time and energy.

#5

Prepare every new day focusing on new results. **Achieve** one new result every day, then every month add one **more**.

Escape your enclosure and explore!

Sometimes it's the steps out of your comfort zone that bring the best returns.

3: Is your branding representative of you?

Does your businesses branding, message, look, tone and feel compliment it and your characteristics?

People buy from people and whether they've met you yet or not they will build an expectation of you based on your branding and marketing. If your brand says one thing and you say another it can get confusing.

Do the following branded material you have really represent you and your business? Tick the ones you believe do:

- Logo
- Business cards
- Headed letters
- Complimentary slips
- Flyers/ leaflets
- Social media adverts

4. Are you a same-old or a trendy?

The modern world loves to support others and is happy to support businesses that do the same, one way you can demonstrate this is by keeping up with what's trending in your business environment, ask yourself a few questions about you, your business, and your knowledge of your business environment, what can you research and develop to edge ahead of your competition. **Pointer # 1 of 1:** do not mistake your business enclosure for your business environment, you think about that for a while.

Tick the boxes of the trends you think your business supports then start creating engaging ways you can use them to your advantage:

- Locally sourced products
- Family run business
- Self sustainable business model
- Supplier of work training or work experience placements
- Hyper-local business interaction
- Children's health and wellbeing
- Employability and business growth
- Supporter of charitable causes
- Supporter of ethical trade

You may have suppliers who tick some of these boxes and as part of the supply/service chain may also be able to promote these facts to your advantage.

5. Information, informing and understanding through research

Now you are starting to gather some form of information about your business you may find this is like filling a dam with water, if there aren't planned releases through an appropriate and manageable operating system the results can be catastrophic. To ensure you deliver your findings effectively you will need to monitor the way it's used and the effect it is having on its target audience; so try to assess your businesses productivity.

Tick the boxes you have a confident understanding of, and can present an overview of your findings:

- Week/month/annual sales figures or forecasts
- Competitors behaviour
- Seasonal business fluctuations
- Popular products/services
- Inbound marketing conversions
- Areas of potential growth
- Meeting deadlines and financial targets
- Setting up commission based rewards for third party assistance
- Delivering effective marketing initiatives

Release your inner entrepreneur

What unique talent do you have that you can introduce to your business?

#6

Find your passion identity, purpose and uniqueness. **Create** an experience that your customers eventually grow to **love**.

Make sure your time works for you.

Plan immediate, mid and long term goals that work with your day-on-day progress.

6. Time waits for no one, so use it wisely

What time of the day are customers most receptive to your advertising? What medium, message or content will you use to engage them and what can your business offer that's different for that moment? Tick the boxes relating to the times you think your customers are most likely to connect with you (make notes about why you think they are connecting with you at these times):

- Breakfast time
- Brunch time
- Lunch time
- Tea time
- After work socialising hours
- Early evening
- Mid evening
- Late night
- Early hours of the morning

Use the tips in this document as part of an achievable action plan and you may see fantastic results sooner than you could ever have imagined.

7. Creating new business opportunities

What activities or events can your business add value to? How can your business enhance the end user experience in a way that they are likely to become loyal to you and recommend you to others? Can your business supply services or products in the areas listed below? Think carefully about who your business serves and what your business offers, it's now time to make a note of the possible services next to the relevant fields, these can then be developed into additional income streams over time:

- Personal experiences
- Birthdays
- Weddings
- Funerals
- School activities
- Fetes, Fun-days and Festivals
- Corporate functions
- Exhibitions
- Sporting events

Level the playing field. Challenge all!

Something small, precise and consistent is more reliable than something large that's not

#7

Create a consistent pattern that people understand. **Stay** true and focused to your work regime, it'll keep customers **happy**.

Connect, engage then expand.

Learn to communicate substance in the right tone, at the right time and in the right place.

8. Routes to market

What marketing mediums are you using to promote your business? You may be missing out on opportunities by not using as many of the following channels as possible. Tick the boxes you currently use:

- Text messaging
- User generated content
- Email messaging
- Social media interaction
- Competitions
- Subscriptions
- What's app
- Direct marketing
- Partnerships and affiliations

8b. Time spent on marketing

How much time do you spend a week on these activities (jot it down):

Hours spent	Activity
_____	Text messaging
_____	User generated content
_____	Email messaging
_____	Social media interaction
_____	Competitions
_____	Subscriptions
_____	What's app
_____	Direct marketing
_____	Partnerships and affiliations

9. Special offers and promos

Name the three most successful promotional offers you have launched over the past three months

- 1.
- 2.
- 3.

9.b Of the three, order them 1 being the most successful, stating why you think that particular offer/campaign was successful?

- 1.
- 2.
- 3.

You've now taken some simple steps to understanding the basics of marketing, from researching your ideal customer to finding the info to develop new routes to market. Use this guide correctly and you can make a noticeable difference to your business, its revenue and your lifestyle.

Receive more **FREE TIPS** from the 9 part series of the paperback **GET IT DONE** by subscribing to our newsletter at www.mi-media.co.uk or call **FREE** on **0800 772 3369** if you'd like us to create a personal programme for you based on your checklist outcome.

We'd love to help and are happy to send you an online form to send back to us if you would like some personal advice. Simply request one by emailing hello@mi-media.co.uk.

Thank you for your time, now go and **GET IT DONE!**

Something for you to reflect on.

Focus on how to spot opportunities and start building yourself into the bigger picture.

#8

We all have the ability to achieve, few have the belief. **Believe** in your dreams, your plan, your vision and **in you.**

Have your cake and eat it

www.mi-media.co.uk