



SMALL BUSINESS MARKETING IN ACTION



PUT MARKETING BASICS INTO ACTION IN YOUR SMALL BUSINESS

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Marketing is simple, isn't it? Actually, it *is* common sense! But how often do we put even the absolute basics of marketing into practice? It's never too late to start - by carrying out the five crucial steps outlined below ...

1. Know your Market inside out



Building a new product purely based on your own good feelings about it (or the biased input from family and friends) is crazy. You need to test both your product and its potential market before you plunge in. Find the answers to the following questions by doing some **down-to-earth market research**:

- Do customers want our product or service, and will they pay a price that will be profitable for us?
- What are our potential competitors doing to sell their products or services?
- How will our product be different from what's already available?
- Are there segments within our target market that are not currently being served?
 - Is one of these segments big enough for us to make a sustainable profit?
 - Does that segment have the potential to grow? How much of it do we need to own before our business breaks even and moves into profit?
 - Are there already too many competitors in the segment?
- Is there a weakness in the way our competitors reach or serve customers that we could capitalise on?
- How do our competitors reach their customers?
- Who are their customers?
- Can we reach our potential customers easily?
- Can these customers afford to buy our product?

2. Get to know your Customers

Forget trying to sell to everyone - only a tiny percentage of the population will want your product or service, and you need to identify who they are. You need to find a way of appealing to the most likely people from you. Know their needs, desires, wants, and problems so that your marketing message can appeal to them directly.

The result: you'll increase your sales, plus save money and time.

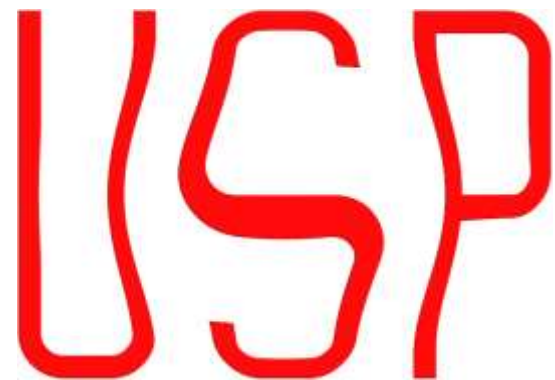
Why do your customers need your product or service? What are their problems, and how will your product solve them? Why would they buy from your company? What is it about your product or service that would appeal to them? How do you reach them consistently? Where can you reach them?

What drives them - price, quality, prestige, etc. Does your product or service meet their criteria?

This is crucial. For example, your product is a high-end, labour-intensive and beautifully crafted product. But your potential customers want lots of 'cheap and cheerful' easily replaceable products. You are just not going to sell enough to sustain your business.

3. Describe your Remarkable Difference

A product's Unique Selling Proposition (USP), or Remarkable Difference, is the quality that sets it apart from its competition – its significant benefit and problem-solving attribute. Base this remarkable difference on hard facts rather than instinct. This will ensure that people will strive to select your product or service above the rest.

The image shows the letters 'USP' in a bold, red, stylized font. The letters are outlined and have a slightly irregular, hand-drawn appearance. The 'U' is on the left, the 'S' is in the middle, and the 'P' is on the right. The background is white.

4. Set achievable Marketing Goals

Without measurable objectives, you will never know how successful (or otherwise) your marketing is. You need to have daily, weekly, monthly and annual goals for the sales value, sales volume, number of clients, leads and referrals that your marketing efforts will produce. It's good to stretch yourself but be careful not to set unrealistic goals.

There's nothing more demotivating than never reaching a goal. It can be a challenge, but it's worth learning how to implement SMART goals in your small business:

- S = specific
- M = measurable
- A = achievable
- R = relevant
- T = time-bound.



S.M.A.R.T.

5. Write or "think" your Marketing Plan

A good marketing plan will feature all the strategies, plans and tactics that you will harness to reach your customers to sell your product. Without this plan, you risk carrying out marketing activities that are reactive and inconsistent. This will squander lots of your time and money, and you will fail to achieve your goals.

Your marketing plan will clearly show what you need to do to get to where you want to go. A well-thought-out marketing plan will keep you working at it even after you have surpassed your own expectations.

Begin with your long-term objective. Then break it down into several shorter-term goals. Decide exactly what you need to do to reach each destination along the way.

It's best to write down your marketing plan so that you can track your progress over time. But if you really have not got the time, at least think it through thoroughly before you start doing any marketing.

What can Fullerz Creative Business Solutions do for your small or mid-size business?

We can show you the way to achieve remarkable results in your smaller business. We're able to provide expertise in any industry that sells products or services to a particular market, whether consumers or other companies.

When you work with Fullerz, you'll liaise closely with Adrian Fuller, backed by a team that is professional through and through. We thrive on advising the owners and managers of businesses who are keen to achieve actual results. Quite simply, our passion lies in helping small businesses to succeed.

Our offer to you

Simply drop Adrian Fuller an email. He'll contact you and arrange a face-to-face or virtual meeting, depending on your business location.

We'll discuss your business and its challenges free of charge and without any further obligation.

Email: adrian@fullerz.co.za

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