

Business Development

I`m a small business PLEASE Market Me



With so much marketing and advertising noise currently in the market place, it is difficult for a small business to be seen or heard. Small businesses are being encouraged to spend "big" on social media advertising in order to improve their visibility. They are being told to invest in SEO (search engine optimization) programs for their websites in order to be found on the web or face certain extinction.

But wait a minute, how can everybody be on the first page of Google? And surely to compete and bid for key words with massive companies you will need a huge budget? How many promotions and adverts do we ignore on Facebook or YouTube?

Ok so let's cut through the noise and avoid the financially suicidal strategy of competing online and develop a more sustainable model.

You do not need to conquer the world!

One of the most important things to consider when marketing as a small business is that you actually do not need as many customers as you might think to make a great income. Everybody makes the mistake of trying to communicate to the whole world thinking that it is a numbers game, but actually I am sorry to tell you this, nobody is listening.

To build a sustainable business you only need around 200 to 250 regular loyal customers, and these customers are the ones who will be listening to you if you have what they are looking for. So when you are wondering why your 500 Euros a month of online advertising isn't bringing anything but a few clicks here and there and some unique impressions, stop, step back and put your credit card away.

Consider for a moment who is the perfect customer for your business? Then begin to develop a plan of action which targets exactly them, but not on a world wide scale just start small and go from there. Where might you find this customer? How will you communicate with them? What could you do to help

Business Development

make their life a little better? Now plough your 500 Euros, your time and energy into answering those questions and taking action.

Tribal Marketing

Tribal marketing has been around for decades, but it is more relevant today than ever before. While most small businesses are trying to market to the masses, the smart ones are marketing to their tribes. Your customers today want to know more about whom you are as a business and what morals you believe in, service with a smile just doesn't kick it anymore.

The heart of tribal marketing understands exactly who your customers are, how they tick, and what they need in order to stay loyal to you and your business.

If your business values align with that of your customers then a perfect relationship can grow. You wouldn't send shiny new catalogs and paper letters to save the planet activists or customers who love the great outdoors, likewise direct mailing customers who are sensitive about their privacy is also a disaster strategy, but some companies still do it.

By breaking down your target audience into sectors you can start to advertise and promote your products and services in a more sensitive, personalized manner, helping you build stronger long term relationships with them. Creating small ever growing tribes is one of the keys today to a successful small business strategy.

If I wasn't in business anymore

If you build your tribe and begin to develop strong relationships with your customers it should be your goal to become more than simply a service or a product provider. The ultimate outcome would be that if your business was to close its doors tomorrow you would be missed!

So how can we become an important part of our customer's lives and be so influential that that we may be missed if we weren't around. Firstly we need to be more than simply a business transaction to our customers, we need to support them, understand them, give them a voice and create useful relative content for them. Every action we undertake as a small business can have a positive effect on our customers, even if it is just aligning with their passions and values.

The more you can connect with your customers on an emotional level, the better your relationships will be, and obviously the more business you will generate. If you can make a positive difference in the lives of your customers you will elevate your business to a whole new level. "Will you miss me when I`m gone?"

Giving more than is expected

Business Development

Creating value is at the heart of a modern marketing strategy, especially for small businesses. If you are able to offer above and beyond what your customers expect from you then you are well on your way to building strong long lasting customer relationships. Value is not a case of price, value is the subject of giving more than what is expected of you, and this can be in the way of customer support, information and content or simply by adding extra products and services without directly charging your customer for them. Simple things like thank you messages, unexpected gifts, or invitations to events which you know they would appreciate are all great examples of added value.

Customers who feel they are getting good value from your business are much more likely to stay with you, and even recommend them to a friend, everybody likes getting a little more and everybody appreciates the little things, and even making sure the experience a customer has with your business is an exceptional one will go a long way to their overall feeling towards you.

Are you even listening to me...?

What is the simplest way to learn about your customers? Well maybe listen to them, rocket science isn't it. Well actually you may be surprised how many businesses never listen to the wishes and concerns of their customers and often at their own peril. Setting up feedback mechanisms are a great way in which you can learn about your customers and understand if you are attending to their needs or not. Forget the once a year impersonal satisfaction questionnaire and get serious about finding out more.

Once you begin to build your tribe or community of loyal followers and communicate with them regularly, it will become easier and easier for you to get honest and direct feedback from them. As you gather this feedback you can deliver even more value and even more quality content, helping you to strengthen your bond with them even more, this is the perfect feedback mechanism. No feedback = No idea

Conclusion

In conclusion it is clear that the idea of financially competing with the rest of the world on the multiple social media platforms and trying to outbid large enterprises for search engine key words, is not a sustainable model for a small business. As great as it is to get likes, followers and impressions they do not pay the rent so an alternative method is required.

Build your tribe by starting off small, learn as much as you can about them, likeminded people stick together and support the same ideas, develop content and services which accommodate their wants and needs and go above and beyond what a small business normally is.

Business Development

You do all this and you will have a loyal customer base that understands and appreciates your existence, and one which will help you grow your business from the inside out.

Do you need a new marketing strategy for your small business?

Tried and tested all the mistakes listed above?

Do you really understand who your customers are and how you can reach them?

Then maybe I can help

Contact me adam@themarketingnet.ch or +41 79 233 98 23 for a simple chat