

Top Tips on How to Raise the Awareness of your Business and Maintain your Relationships

- 1. Figure out what your Unique Selling Point (USP) is**
By doing this, you have already given yourself a competitive advantage
- 2. Start communicating with your current and potential clients**
And, I don't mean spending lots and lots of money that you just don't have. Begin with a simple weekly eZine (email newsletter) that tells your customers of what you are up to – maybe your store has some new products or the service you are offering has changed for the better.
- 3. Try some different marketing techniques that you just haven't thought of before and measure your success**
You might surprise yourself.
- 4. Look at your brand**
Does it reflect the business you are in? What do your customers think of it – honestly. Is it recognisable, does your strap line clearly and effectively describe your business?
- 5. Always ask “and where did you hear about us” to any new client.**
Record the answer – you might find one avenue of marketing is more effective for your business than any other.
- 6. Make sure that your website is optimised!**
So many small businesses spend plenty on a website but forget about marketing it! Make sure you register with every free online directory out there and if you have to pay someone to optimise then spend the money. It will be well worth it.
- 7. Develop your networks and use them**
- 8. Understand your customers intently**
Do some segmentation exercises – geographic, psychographic, demographic and behavioural. Find out what your customers' wants and needs are and the benefits they are seeking. Fit your communication around this knowledge.

- 10. Understand your competitors**
You need to know what they eat for breakfast, when they stop for lunch and everything in between. Know their weaknesses. By knowing their weaknesses, you can capitalise on your strengths.
- 11. Do a SWOT analysis and be honest**
Analyse your strengths, weaknesses, opportunities and threats and act on them all
- 12. Ensure your message to market is clear and concise.**
What is your value proposition? Could you pass the elevator test - could you tell me what your vision and marketing strategy is for your company and what your role is within that vision and strategy? By the time the elevator doors open a few floors later you should be able to answer the question.
- 13. Have a website strategy**
- 14. Have some sales targets**
- 15. Measure your success**

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