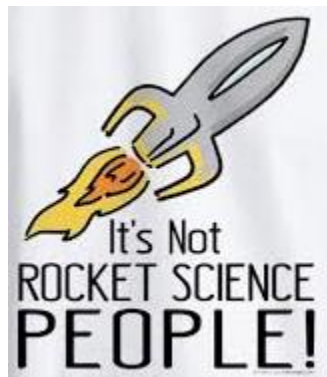




CREATIVE, yet SIMPLE, ways to market your business

Let's get this straight...marketing is not rocket science. There are plenty of steps that you can take to market your business, even with absolutely no marketing training.



NETWORKING

- If you're shy, get over it! This is the life of your business we're talking about! You need to get out there and show everyone the face of the company, the brains behind it all. Your genuine enthusiasm when speaking about your business cannot be duplicated by someone assigned to the task.
- First, listen to other people, learn about them and what they need. It may not be something you can provide, but you can be a valuable resource for them. They will be grateful.
- Develop an elevator pitch that tells what you do in clear, simple language and who you do it for. All in as few words as possible.
- Follow up with those you meet and get to know them better. **Don't sell!** Relationship first, business will come later when you have gotten to know, like, and trust one another.

SOCIAL MEDIA

- This is not the medium for complicated messages or sales pitches. Social Media is meant to get your name out in front of people.
- Use the specific Social Media platforms that target your demographics.
- Keep your message simple and positive.
- Keep your controversial views to yourself, even on your personal page.
- Think of it as the Kindergarten playground, "Make nice!"

GO APE!

- Actually "guerilla". Find novel ways to get your message across.



- Have your message show up in unexpected (& expected) places.
- Everybody likes a contest, have fun and make sure your prospects and clients are having fun too.

VALUABLE CONTENT

- Share your expertise with the world. Blog, newsletter, social media, seminars. People will see you for the expert you are and turn to you when your products or services are needed.
- Team up with other professionals who serve your target market and put on blockbuster events!

HELP OTHERS



GIVE BACK (this tends to go hand-in-hand with “Help Others”)

- Find a charity that speaks to your heart.
- Find civic organizations that make your world (& the rest of us) better.
- Share your experience with them with the rest of us so we get to know the organization, and **YOU**, better.

WEBSITE

- If you haven't looked at your website in a while, please do!
- For many of us without a brick & mortar, this is the face we show the world. If your store needed updating or repair, you would do it in a heartbeat. Your website is no different. Make sure it represents you and makes you proud.
- Make sure your website is mobile-friendly. People are now accessing the internet via mobile devices more than half the time. You want to make sure that your site lays out correctly and is easily navigated, not matter what device is used.

REFERRAL PROGRAM

- The most important people to your business are those people that refer you to their family, friends, and business associates.
- Make sure you have a program in place to thank them appropriately.

	<p>People are 4X more likely to buy a products when it is referred to them by a friend</p>	<p>A referred customer has a 16% higher lifetime value than customers obtained through other means</p>	<p>83% of satisfied customers are willing to refer your company to their peers</p>
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SET YOUR GOALS

- Revisit and update your goals frequently.
- Track where you are getting your leads. Revise your marketing spending accordingly.

KEEP IN TOUCH WITH PROSPECTS

- You never know when they may need your product or services or wish to refer you to someone they know.
- You want to be easy for them to remember and access your contact info.

KEEP IN TOUCH WITH YOUR CLIENTS!

- **“Make new friends, but keep the old. One is silver, the other gold.”**
- Acquiring a new client can cost more than 5 times the amount of retaining an existing one.
- Never take your existing clients for granted.
- Never let them forget about you.
- **Thank them** at every opportunity and stay in frequent communication, whether through phone calls, e-mail, visits, or newsletters.

If you decide you need some guidance, give me a call. I love to talk marketing and would be happy to give you some direction.

If you decide you need more than guidance, you need someone to help you with the more complex parts of marketing or you just don't have the time or skillset to do any of it-**GIVE ME A CALL!**

The only thing I love more than talking marketing is actually doing it for you (well, after my family, of course...love them more than even marketing!)



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