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Small Business Marketing Experts

Free Guide to Small Business Marketing

The Current Landscape

- Small businesses today are competing with larger corporations to stay alive in their local communities.
- As commercial real estate prices continue to increase, more and more small businesses are being forced out in favor of corporate brands who can afford the price tag.
- To stay alive in this aggressive economic era, small businesses must focus on consumer engagement, and increased customer satisfaction.



Consumer Behavior

- Advertisers are crowding the landscape, so consumers must sift through 2,900 marketing messages per day to find relevant communications.
- 80% of a buyer's journey is self-directed, meaning that consumers are researching online, in social media, on Yelp, asking friends, etc. before making a buying decision.
- When they are interacting with your brand, 87% percent of them demand something that is a meaningful, contextual, and relevant experience.

2900

Marketing messages per day vying for your customer's attention¹

80%

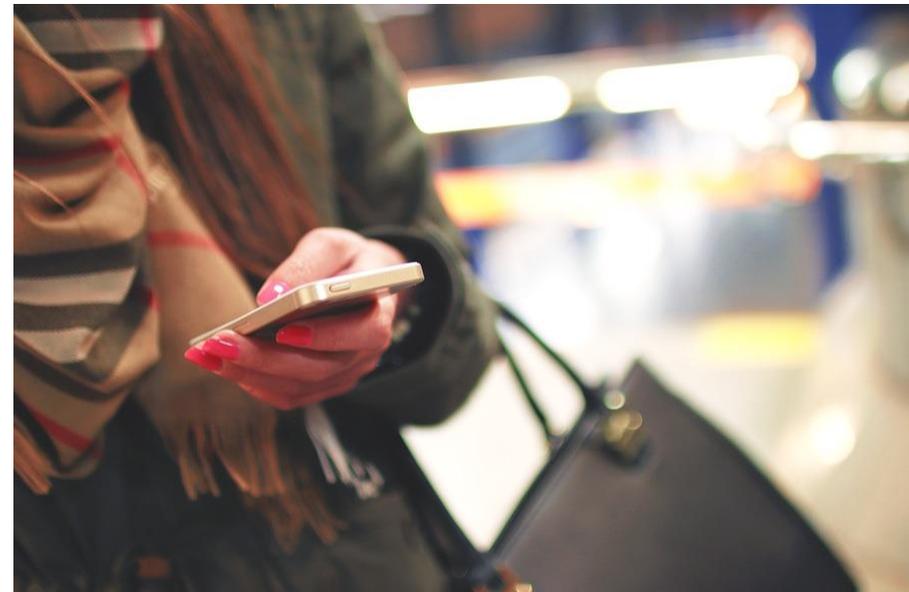
Of a customer's journey today is self directed²

87%

Of people demand a meaningful experience with a brand³

Making It Relevant

- Because consumers are self-directing their journey, and being bombarded with marketing messages, small businesses must learn to cut through the noise, and reach the buyer.
- We can achieve this by making our marketing messages **relevant**, and by having 1:1 conversations with prospects and customers alike.



5 Tips for Relevant Communications

1. Decide who your target customer is based on demographics and/or firmographics.
2. Provide an easy way for consumers to sign up for your email newsletter, direct mail newsletter, and/or download your mobile application.
3. Personalize communications so that you are sending information to consumers based on WHO they are, and WHERE they are in their buying journey.
4. Ask the customer to tell you what they are interested in learning about when it comes to your products and services.
5. Never “batch and blast” the same email or newsletter to every person in your database. These communications must speak DIRECTLY to your consumer.

Competing with Big Business

- Small businesses are constantly in danger of big corporations taking their piece of the collective buying pie.
- To compete with Big Business, you must ACT like a big business, and focus more on customer satisfaction and loyalty.
- You must also step up the game by actively ENGAGING with customers and prospects to offer a meaningful, relevant experience with your brand.



10 Tips to Compete with Big Business

1. Create a loyalty program to keep your customers coming back.
2. Train your staff to always look the customer in the eye, and personalize their shopping experience.
3. A smile can go a long way. Always smile when customers are present; it's infectious!
4. Retail outlets should focus on street promotions when possible. Hand out samples and coupons at the storefront to bring customers through the door.
5. Businesses that offer appointments should always provide an appointment card to the customer with the next date of visit before leaving the store.
6. Coordinate customer appreciation days to thank your customers for being loyal.
7. Send hand-written thank-you notes to customers in the mail after they visit your business.
8. Connect with customers on social media, and engage with them in relevant conversations – give them a voice into improving your business or allowing them to vote on a new product/service or update.
9. Hold sweepstakes and contests to drive engagement, and viral sharing.
10. Connect with consumers everywhere they are, including mobile, to ensure your communications are seen.

Consulting Services

Need help with small business marketing? Contact us today for a free consultation.

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