

# Marketing Concepts & Tools

HofflerSmith Small Business Seminars

510-C Williamstown Rd. • Sicklerville, NJ 08081 • Phone: (856) 740-4912 • [www.hofflersmithdesign.com](http://www.hofflersmithdesign.com)

---

## B. Tools & Strategies

### 1. Utilize Your Current Client Base

- Solicit referrals for new clients, offer to send them out a brochure or a sample. Hold a holiday party.



### 2. Product Bundling (Package Deals) –

- Product Progression – purchasing one thing can trigger additional buying of related products, so have them close and accessible.
- Packages – Example: Bundle the cologne w/ the aftershave, and the lotion. Example: Hats sold w/gloves & scarf. Example: Free set of socks w/ new shoe purchase. Don't Forget Package Specials for Holidays or Special Events!



### 3. Pricing & Payment & Discounts

- Establish credit card payment options (credit card machine in your office/store; or you can easily register with **PayPal** on-line and be set up to receive credit card payments from your customers ALMOST immediately.
- Consider giving regular discounts for frequent buyers.
- Offer 'quick-pay' discounts
- Offer financing or other installment plans

4.  **PayPal** The way to send and receive money online

### 5. Freebies and Give-a-ways – Everyone loves to get something for FREE! Some ideas include:

- Provide a free (or dramatically reduced) products, decorations, etc. for a church function or other event where you believe your items will be noticed, appreciated, and will bring you referrals.
- Free or discounted delivery or shipping charges
- Complimentary Samples
- Free gift wrapping



- Include Tips, or Ideas, or 'How-To' instructions on how to build/create something or utilize your product in written your communication material
  - Free "How -To" Workshops
  - Free Upgrade to next package level
6. ***Display Your Work (as appropriate) at your day job.*** Ask your friends and relatives to display your items conspicuously at their desks or office if possible.
7. ***Flyers, Mailings, Newsletters*** –To notify your clients and prospective clients of specials, and /or to pass on tips and industry specific updates, or perhaps notify them of relevant upcoming events.