

Marketing Concepts & Tools

HofflerSmith Small Business Seminars

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Part A. Basic Marketing Concepts



1. **Know Your Audience** –What do they find most appealing about the store? Least appealing? Where do they live? How old are they? Males/Females? Do they drive or take the bus/train? Renters/Homeowners? What About Their Line(s) of Work?
 - Solicit feedback from your best clients.
 - Survey or brief questionnaire (no more than 5 questions) for individual clients to complete.



2. **Keep track of where your business is coming from.** Current clients getting additional services? Referrals from satisfied customers? The sign outside? Your business cards at the hair salon? Or perhaps through only a couple of your more enthusiastic customers who are influential in larger networks? Answers to these questions will give invaluable insight. Use this to better target where you can solicit more business and how best to reach your target audience.
 - Have new clients fill out a quick form or they ask a 1 to 3 questions when they are at the register checking out.
 - At the first contact or when scheduling an initial appointment, get their full address, phone, email, **AND** ask, “How did you hear about us”.
 - Ask former clients why they left.



3. **Expanding Your Services - Try to anticipate your clients/audience's needs.** As you gain more insight into your clients, their lifestyles, and the void that you fill for them, you must look anticipate their needs before they do. In growing your business it is common to add on & expand beyond the array of services you currently have. You can make some wise decisions about what you can you bring to the table, by keeping abreast of what current clients find most positive and negative about your service. Frequently they will have very concrete suggestions as to how your services could better suite them.
 - Create a new service, technique, or product
 - Offer a simpler/cheaper/smaller version of your current product or service package

- Offer a fancier/more expensive/ faster/bigger version of yours (or another existing product/service)
- Update your current services, using new technology
- Promote your business jointly with other professionals. You may find that using an informal ‘referral network’ of persons with complimentary skills/services may be beneficial to all involved.

4. **REPETITION ... REPETITION ... REPETITION ...** It’s not just having a great product at a great price that will get customers in your door. REMEMBER THIS: *Repetition* → *Name recognition* → *Brand Confidence* → *Sales*. People need to be exposed to a new product / vendor between 20 and 40 times before they decide to call, or stop by, OR purchase. So when you place an ad in the weekly paper, or Valpak, etc, consider the following:

- Expect **some** immediate sales, but remember marketing is also successful in ‘planting the seeds’ for additional sales later.
- Continuous attention to marketing on some level will help to keep your business fresh in the customers’ mind.
- Any marketing at least serves as a subtle reminder that your business is still out there.

Stay Tuned For More Tips and Marketing Tools For Small Business Owners From HofflerSmith Designs!!