

Coeee! – look at me (and other subtle marketing hints and tips)

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OK, so the phrase “credit crunch” has passed into every day language.

I guess that means we all need to sit up and think how our businesses might be affected...

Firstly, you may need to adapt your offering – if your business is based on luxury projects or high cost you are likely to feel the pinch – so can you offer your products or services in a different way?

- Could you work online instead of face to face to cut costs?
- Could you sell by subscription?
- Now's the time to analyse your competitors' weaknesses!

Don't keep your head in the sand, this is the time to look at your current client base and decide whether any regular buyers are becoming less frequent – think about how you are going to tackle that shortfall in income. Can you diversify? Team up with another company?

If you are working with a new client make sure you have in place a basic contract for your goods and services and with settlement terms clearly explained. This gives you a much stronger case should you need to remind your clients that their payments are late. Please do not delay in chasing payment; this could quickly play havoc with your cash flow.

Finally, don't start taking resources away from advertising or marketing budgets, now is the time to be really focusing on bringing in the business - so make sure you put time and effort into doing just that.

Have you tried?

Those of you who go out and do face to face networking will understand its real value to building business. But how many of you have had a bash at social networks like Ecademy, LinkedIn and even Facebook?

Like traditional networking, this is no quick fix but it can be a hugely effective way of expanding your contacts and getting business through the rather cleverly titled “word of mouse”

So take some time to find out where anyone you know is conducting business in this way and have a go. To give you a head start here's some hints and tips:

* **Don't be too aggressive.** Remember that this is the chance for you to build brand awareness and show your value as a business partner, not a chance to aggressively sell. The power of recommendation means that if you can get the balance right, others will sell you.

* **Don't join too many sites.** If time is tight, it's more effective to focus on one network and build a strong presence there.

* **Ensure that your company's presence remains active and regularly updated** - each update is a potential reminder of your brand and gives people the chance to discover your business.

* **Make sure you're helpful and relevant** to the wider networking community. If you constantly point at yourself, users are more likely to filter out your message - and your brand.

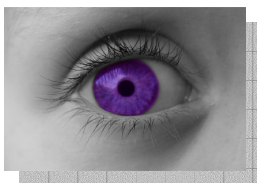
Have you heard?

Postcards are one of the most effective ways of prolifically spreading the word as they are so very inexpensive to print! (How about £99 for 5,000!?) However, like all marketing materials they are competing with many other bits of paper floating across people's desks and trying to grab their attention – so you need to get them right.

Perhaps work with a company that attracts these sorts of comment then? (um, that would be me ...)

- *Brilliant! - they're really lovely and I can imagine that each one of them could touch a chord with people*
- *Everyone LOVES the postcards - my colleagues were very impressed and I recommended your services highly”*
- *Thank you so much. I love all 3 of the 2nd card and will find it hard to choose one. – they are truly brilliant!*
- *I am SO pleased with the postcards and have got really good feedback from various networking events. Here's my 4th referral for you!*

Postcards and captions

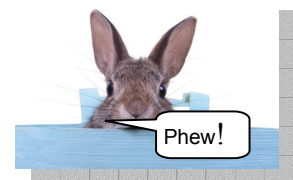


Sometimes it's useful to have an entirely different view of things...

You really don't need to go to this extreme to attract customers to your business!



If you thought designer clothing prices were beyond your reach, you might be surprised...



Our passion for craftsmanship means we provide really special kitchens - but our prices won't make your hare go white...

HAPPY MARKETING!