

# businessfulcrumlimited

marketing advice and support services



## Under the duvet or getting attention?

Arrange the following two words to create a well know phrase or saying... "crunch" and "credit".

Isn't it amazing how quickly we embrace a new term? Make sure though that you don't embrace all the negativity and panicked thinking that goes with it – as that well known marketing guru (Billy Ocean) once sang "when the going gets tough, the tough get going... **so grab some attention**

I recently read about a survey of 700 small businesses conducted by SERT – the Open University Small Enterprise Research Team – who found that 49% were considering upping their marketing efforts to tackle falling sales and 42% said that they regarded chasing new markets as the best way to handle the slowdown. The SERT spokesperson said: "Normally the first thing businesses think of cutting back on is marketing and PR. To increase spending in these areas may seem counterintuitive, but this is exactly what firms should be doing to survive."

So where does that leave you – well to coin another phrase "you have to be in it to win it". So how might you gain attention by upping your marketing effort without spending a fortune?

**Go to networking events** – get your face and business known by going out for breakfast, lunch or tea! If you are really worried about cash flow, some meetings provide so much food you might just about get away with taking a doggy bag! Do make sure that you get maximum benefit from these events by looking professional and putting yourself across clearly this means:

- Not having a home-made business card
- Not having a hotmail address
- Not talking about three different businesses in which you are involved
- Not looking like something the cat has dragged in
- Not looking over the shoulder of the person you are talking to in case there is someone in the room who could be "more useful"

**Think about affiliates** - who might be on the periphery of what you do that could use your services to benefit their clients? You don't need to have a fully fledged plan for how that might work - just a good outline idea, some decent marketing literature that explains clearly what you do, some testimonials, bags of enthusiasm and some persistence.

**Have you optimised your website?** If you put in your product or service plus the area you in which you wish to work into Google who comes up? Yourself or your competitors? If it is your competitors you are missing out and you need to do something about it. Find out about search engine optimisation services from another local business which has had it done and appears high in the rankings. Make sure your website looks professional - first impressions are all.

**Finally – remember this** – nothing beats sheer will, effort and determination delivered on a consistent basis and you don't need to pay out for that!

Hampshire based Jane Buswell provides marketing services from branding to copywriting and works as a marketing mentor to those businesses that recognise they need a bit more focus and direction to build their company. Contact her via [janebuswell@businessfulcrum.co.uk](mailto:janebuswell@businessfulcrum.co.uk) or on 07970 632077 for details of her free company healthchecks and check out [www.snakesandladdersworkshop.co.uk](http://www.snakesandladdersworkshop.co.uk) for details of her **Snakes and Ladders** workshops: "Great Marketing and Follow Up", "More Sales Please" and "Dealing with Business PMT" (Procrastination, Motivation and Time Management!)

definition: fulcrum the main thing or person needed to support something or to make it work or happen.  
Cambridge Advanced Learner's Dictionary company number 4841379 [www.businessfulcrum.co.uk](http://www.businessfulcrum.co.uk)