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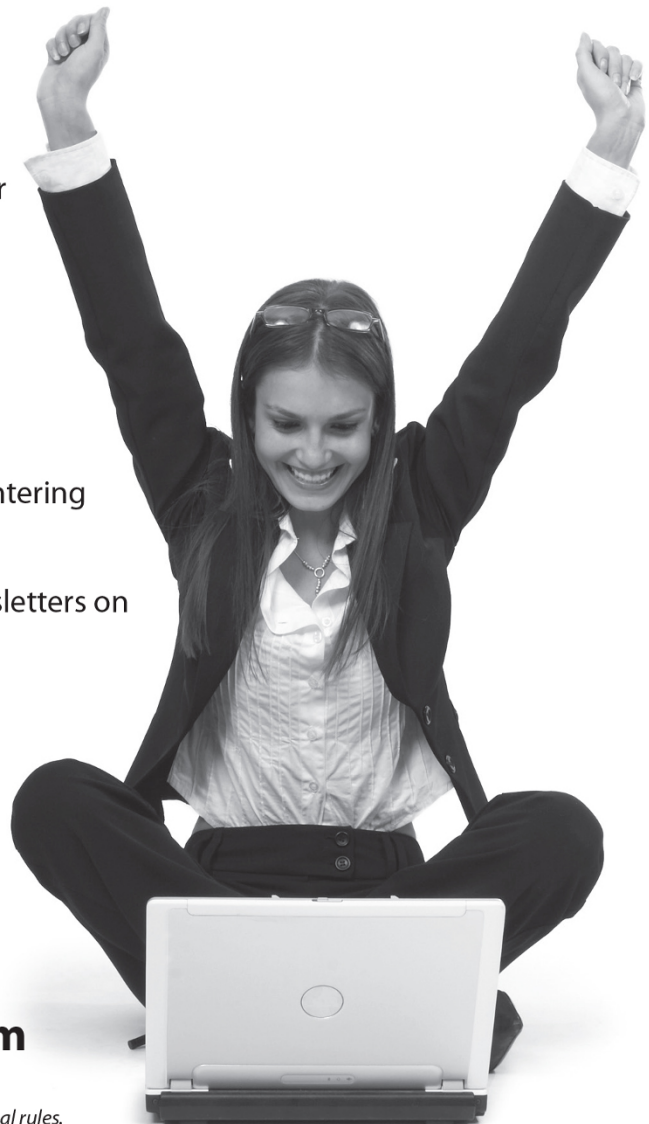
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***Small Business
Marketing Kit***

FOR

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3RD EDITION

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by Barbara Findlay Schenck
Small Business and Marketing Strategist



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About the Author

Barbara Findlay Schenck helps business leaders start, grow, market, brand, and, when they're ready, sell their companies.

She's worked internationally as a community development Peace Corps volunteer in Malaysia. She's served as a college administrator and writing instructor in Hawaii. And she started and sold an advertising agency in Oregon, which she co-founded with her husband, business partner, and the collaborator on this book, marketing strategist Peter V. Schenck.

She has worked with hundreds of businesses and shares what she's learned in a shelf-full of business books that include the book you're holding (including its first and second editions), *Branding For Dummies*, *Selling Your Business For Dummies*, and *Business Plans Kit For Dummies* (now in its 3rd edition), all published by Wiley.

Barbara is a marketing strategist and small business advocate who contributes to a number of news sites and is called upon for presentations and advice by a long list of businesses and business groups.

For more information on Barbara's background, books, and business advice, visit her website at www.bizstrong.com. You can also follow her on www.facebook.com/bizstrong and at <http://twitter.com/bizstrong>.

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Introduction

Marketing is the process through which you win and keep customers. That fact was true long before my first book, *Small Business Marketing For Dummies*, was first published in 2001, and it remains true as this updated and expanded version, *Small Business Marketing Kit For Dummies*, 3rd Edition, goes to press.

But while the definition of marketing is cast in concrete, everything about *how* businesses market has changed.

A growing number of customers now meet businesses online long before they venture through their doors. Increasingly, they form opinions based not on marketer-produced messages but on what others — or what Google — tell them about a product or business. They read online reviews more carefully than they read business brochures. And they're not hesitant to share their love or lack thereof for the companies and products they encounter, passing on their opinions not just to those within earshot but to any of the 2 billion-plus Internet users worldwide who come across their posts.

Welcome to marketing in today's screen-connected, customer-empowered world.

And welcome to *Small Business Marketing Kit For Dummies*, 3rd Edition, which has been updated on every page to prepare your small business to succeed in the exciting, fast-changing marketing world around you. From updated techniques for using traditional advertising and communication approaches to all-new advice for shifting marketing emphasis toward digital communications, count on the upcoming 350-plus pages — and the more than 40 forms, worksheets, and checklists available for download — to prepare you for better marketing in the following ways:

- ✔ New coverage of how to use the Internet and social media networks as your most-essential guerrilla-marketing tools.
- ✔ Revamped instructions for generating publicity in today's wired, linked, and blogged world.
- ✔ Step-by-step advice for shifting from one-way to two-way marketing communications that inspire customer interactions and loyalty in today's connected and competitive marketplace.

- ✓ Updated advice and examples throughout, including the newest tips for generating product innovations, marketing communications, and consumer trials, sales, and loyalty.
- ✓ Expanded advice on business branding and personal branding, and how to balance the two for the health and value of your business.

Whether you're marketing on Main Street or online, whether your company is a growing enterprise or a one-person shop, whether your business is starting up, making a U-turn, or growing beyond your wildest expectations, this book aims to serve as your marketing partner as you plan and implement a program to reach out to the customers who will help you write your success story.

About This Book

Small Business Marketing Kit For Dummies, 3rd Edition, is especially for businesses that operate without the benefit — or the expense — of a high-powered marketing vice president, an award-winning ad agency, or even a staff person dedicated full-time to the task of managing the marketing program.

Every example in this kit is directed at the businessperson who wears all the hats and markets in whatever time remains. If that person sounds a lot like you, keep reading!

You have a business to run, customers to serve, product issues to address, and a lineup of deadlines and decisions looming. You also have questions about how and how much you should be marketing, whether you need to be active online, and how to best invest your time and dollars to draw customers to your cash register. If you fit the small business mold, you're strapped for time and need quick answers, rapid-fire advice, and street-smart solutions that you can put to work immediately. This book gives you all that and more.

What You're Not to Read

If you're pressed for time (and almost certainly, you are), skip over the chapters that don't affect your business or wait to read them when you're ready to tackle the topics they cover. For example, if you're a do-it-yourself marketer, skip over how to hire professional marketing help in Chapter 9. If you never place paid ads, skip over Chapters 13 and 14.

Also, you can scan through each chapter until you reach the headlines that address the issues you're tackling. And you can skim through the bulleted lists and get the gist of the advice they detail before deciding whether to read the steps carefully.

Usually I tell readers of my books that they can also skip the gray-shaded sidebars that complement the text in each chapter. In this book, though, those sidebars include amazing advice from seasoned and successful marketing pros, so at least glance over them on your way toward the information you need.

Foolish Assumptions

I never introduce a *For Dummies* book without reminding readers that anyone smart enough to turn to one of these yellow-and-black books is no fool. Here are a few other assumptions I make about you:

- ✓ You market a small business or organization, likely with a tight budget and with a marketing staff made up of just you, or you and only a few others.
- ✓ You're baffled by the new marketing options you hear about every day and aren't sure how to proceed and which approaches — from traditional advertising to online and social media communications — to use.
- ✓ You're aiming for greater business success and aren't sure what marketing path to follow.

How This Book Is Organized

Each of the six parts of this book tackles a different aspect of your marketing program, and the downloadable supplement packet provides templates, forms, and checklists to support the book's advice. To access the downloadable content, go to <http://booksupport.wiley.com> and enter the ISBN (9781118311837). Follow the prompts to download the packet. Here's how the information is organized.

Part I: Getting Your Marketing Bearings

Part I begins with a plain-language marketing overview that strips away the mystery, gives you the background you need, and puts you in position to rev up your business and jump-start your marketing program. Subsequent chapters help you analyze and define your customers, your product, and your competitors. A final chapter leads you through the essential steps of setting your marketing goals, objectives, strategies, and budgets. In short, Part I helps you shape your business's future.

Part II: Laying the Foundation for Marketing Success

This part helps you uncover gaps that may exist between what people believe about your business and what you think they believe. Then it looks at what you've been saying (or not saying) to lead to misperceptions. With all that in mind, this part steers you through the process of defining your business position and brand, including explanations of what those terms mean. Finally, it offers advice on how to create marketing communications and how and when to bring in professionals to help you implement your marketing program.

Part III: Marketing in a Screen-Connected World

Your customers are online, and they expect your business to be online, too. They also expect to find good words about your business when they search for you online. And they expect to be able to interact with your business from the comfort of their keyboards or mobile devices. Use the three chapters in this part to get clear about the hottest topics in marketing today: how to establish and expand your web presence, how to leverage blogs for business success, and how to use social media to pull customers to your business.

Part IV: Getting the Word Out with Ads, Mailers, Promotions, and Publicity

Part IV is packed with information on what's currently referred to as *traditional marketing tactics* — though with an all-new perspective thanks to new technology, new approaches, and new examples that are featured on every page.

This part starts with a tour of the world of advertising, complete with a quick-reference guide to mass media, a glossary of advertising jargon, how-to's for creating print and broadcast ads that work, and step-by-step instructions for planning and buying ad space and time. You also find out about direct mail, whether sent electronically or by surface delivery, as well as brochures, promotions, and trade shows. And finally, a chapter on publicity and public relations helps you place stories and manage news about your business to achieve mentions and visibility in online and traditional media outlets.

Part V: Winning and Keeping Customers

A widely cited study by the U.S. Department of Commerce found that getting a new customer takes five times more effort than keeping one. This part gives you priceless tips on how to do both. It begins with a chapter full of advice for networking and introducing yourself and your business before heading into a chapter on how to capture the interest of prospects and turn them into customers through good sales techniques. Then it moves to the most important topic of all: developing customer loyalty by making customer service a cornerstone of your business.

Part VI: The Part of Tens

Chapter 21 leads you through the ten most important questions to ask and answer before naming or renaming your business or one of its products. Chapter 22 offers you a ten-step overview of how — and why — to get active online. Finally, Chapter 23 brings it all together by outlining the ten steps to follow as you build your own easy-to-assemble marketing plan. This part also includes an appendix to help you access the downloadable supplement packet so that you get the most of the “kit” aspect of this book.

Icons Used in This Book

Marketing is full of logos, seals of approval, and official stamps. In keeping with tradition, throughout the margins of this book you’ll find symbols that spotlight important points, shortcuts, and warnings. Watch for these icons:



This icon highlights the golden rules for small business marketing. Write them down, memorize them, and use them to guide your marketing decisions and actions.



Remember the line, “Don’t tell me, show me”? This icon pops up alongside examples that show you how an idea applies in real-life marketing practices.



Not every idea is a good idea. This icon alerts you to situations that deserve your cautious evaluation. Consider it a flashing yellow light.



The bull's-eye marks text that helps you stretch budgets, shortcut processes, make confusing steps easy, and seize low-cost, low-effort marketing opportunities.



It's not all Greek, but marketing certainly has its own jargon. When things get a little technical, this icon appears to help you through the translation.



This icon lets you know that there's a form, checklist, worksheet, or resource available for download that will help you complete a step in the marketing process. To access the downloadable content, go to <http://booksupport.wiley.com> and enter the ISBN (9781118311837). Follow the prompts to download the packet.

Where to Go from Here

The role of marketing is to win and keep enough highly satisfied customers to keep your business not just in business but on an upward curve — and that's what this book is all about.

Hit the table of contents or index and you can dart straight to the pages that hold the advice you need right now.

Or become the marketing genius for your business by reading this book from cover to cover. It walks you through the full marketing process and helps you tailor your marketing program, create your marketing messages, and produce marketing communications that work.

For the price of this book, you can get what big businesses pay big dollars for: a self-tailored marketing “consultation.” Every chapter includes the latest facts and advice, and most also include how-to information from a lineup of amazing and successful experts who were generous enough to share their best tips in the pages of this book. We all wish you marketing success!

Part I

Getting Your Marketing Bearings

The 5th Wave By Rich Tennant



"Bad news - Buddy flipped the van, spilling eight crates of samples into rush-hour traffic. Good news - the van flipped logo-side up."

W ***In this part . . .***

Whether you're running a do-it-yourself sole proprietorship, a family business, a professional practice, a retail establishment, a web-based enterprise, a nonprofit organization, or a multimillion-dollar corporation, Part I helps you focus on the plain-and-simple marketing truths behind business success.

The chapters in this part give you your marketing bearings. They offer clear-cut definitions and get you going on your own fact-finding marketing mission, helping you analyze your customers, your products, and your competition before setting goals and objectives that will shape your business future.

If you're in business, you're a marketer. This part introduces you to your job!