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3rd Edition

# Small Business Marketing Kit

FOR  
DUMMIES®

## Learn to:

- Develop the right marketing strategy
- Harness social media as a marketing tool
- Establish your position and brand

Tools and worksheets  
online

**Barbara Findlay Schenck**  
*Small Business and Marketing Strategist*



# Small Business Marketing Kit For Dummies<sup>®</sup>, 3rd Edition

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[www.dummies.com/cheatsheet/smallbusinessmarketingkit](http://www.dummies.com/cheatsheet/smallbusinessmarketingkit) to view this book's cheat sheet.

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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](http://www.bizstrong.com). You can also follow her on [www.facebook.com/bizstrong](http://www.facebook.com/bizstrong) and at <http://twitter.com/bizstrong>.

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# Introduction

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*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: