2. Secrets to Successful Marketing

Increase the reach of your marketing budget by employing time-tested, low-cost, guaranteed-to-work techniques.

- 3R’s = Relationship, Relationship, Relationship. Treat your customers, employees, peers and suppliers well, and they will do your marketing job FOR you.

- Chivalry is the Holy Grail of Marketing

- You must be genuine. Know who you are and be that. No one else can.

- Identify and nurture your customers.

- Communicate with your customers – let them all know when you are growing, changing and upgrading. Announce awards and honors.

- Say what you are going to do and do what you say.

- Return phone calls and e-mails promptly.

- Say thank you.

- Under promise and over deliver.

- Accept responsibility immediately when you make a mistake and over-correct.

- “Valued-added” stuff gives customers a more satisfying experience and more reason to buy. (ie you give a portion of proceeds to charity, extra services etc)

- Use consistent logos, colors and fonts to advertise your product or service.

- Become an expert --write articles for your local business paper.

- Get a web site. Blog.