

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.