

Marketing Tips For The New Business Owner

By Melissa Werkenthin

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Trying to market your business can be a full-time job above and beyond running and managing your business. Having a short and long-term marketing plan will help you reach and exceed your business goals.

Ideally, an organization or business should develop an internal marketing team or contract a consultant to help with major campaigns or advise on different options. Realistically, not every business has the budget or resources to exercise these options. However, do not be discouraged. There are still many marketing tactics you can take advantage of before taking the plunge into developing your own team or contracting a consultant.

- (1) Have a visible storefront location with good foot traffic (online or offline).
- (2) Know who are your customers or who you want to be your customers.
- (3) Develop a customer referral or appreciation program.
- (4) Sponsor local community events.
- (5) Send out regular press releases about products/services or local involvement.
- (6) Join a professional organization or networking group.
- (7) Develop a web site (or if that is your storefront, join link/banner exchanges).
- (8) Keep your web site fresh with new and rich content and/or functionality.
- (9) Advertise where your customers are watching, not where you watch.
- (10) Do not be afraid to try something new.

Marketing your business can be a challenge, but with a little imagination, hard work, and determination, your venture will succeed.

Melissa Werkenthin is the owner and founder of Loki Media, a marketing and advertising consulting firm specializing in electronic media. For more information about her services or if you would like to receive a free monthly e-newsletter, Marketing Your Business, please visit www.lokimedia.com or email Melissa Werkenthinmailto:mwerkenthin@hotmail.com.

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