

Dear %FirstName%,

September 2008



Marketing Minute

A monthly bulletin to friends & acquaintances of *SmartBIZ*

It's the Small Things That Count 10 Tips for Smart Marketing for Less Than \$500

By Carolyn Touhey

It really is true that “it’s the little things that count.” For many businesses, large and small, there are many small-effort, small-budget marketing opportunities that are missed every day. So, whether you are a large company running a huge ad campaign and spending thousands and thousands of dollars or are a start-up without much budget at all, here are some of the “little things” you can do to complement your selling or advertising. And, they won’t cost you \$500 combined.

1. Use your Signature block on your email to not only make it easy for people to call you or mail you something, but use it for some self-promotion. You can put your logo on each email, but also consider using that space to promote an event, a sale, or even a headline or slogan that may be memorable. You can also use the space (do a color font) to provide a useful tip that you rotate from time to time to make it worth reading.

Cost: Free

2. Use your fax cover sheets to promote your business. Again, consider making a portion of the sheet an “ad” for your business, a tip space or at least another time your logo passes in front of a customer or prospect. Too many people use computer-generated fax cover sheets which are generic and do nothing for marketing.

Cost: Free or minor graphics fees to design a template

3. Get an email address/URL that reflects your company name or a benefit of your company...or at least something memorable and easy to spell. If you have an address with your personal name or nickname followed by @shaw, @hotmail or @gmail, it appears that you are small potatoes. Even if you are, don’t convey it.

Cost: Free

4. Send press releases to the local papers and trade publications to “toot your own horn” and tell the world of your news. Expansions, awards, and management new hires are all worth reporting.

Cost: \$0-\$150 per release, depending upon whether you hire someone to write it and place with the media.

Carolyn Gives Community Workshops



On **September 15**, Carolyn was the featured presenter at the Women’s Business Network.

Community Futures has Carolyn presenting two workshops on **October 1 and October 30—Making Your Event A Smashing Success and The 10 Cardinal Sins of Small Business Marketing.**

Carolyn also designed a series, “**Marketing On A Shoestring,**” for North Island College’s Continuing Education department. These programs start **October 8**.

Upcoming NIC Courses

October 8 — Ten Cardinal Sins of Marketing

October 15 & 22 — Marketing Bootcamp

October 29 — A Bird in the Hand

November 5 — Toot Your Own Horn: How to Create Credibility & Visibility Through Public Relations

November 12 — Website 101: How to Integrate a Website into Your Marketing Strategy -- Tips to Get You Started

5. Sponsor a local team to earn the goodwill of the community, generate an excuse for a press release, and meet some potential prospects.

Cost: \$200-300

6. Give a scholarship to a local graduate. You'll have the opportunity to announce the availability of the scholarship (toot your own horn!!) via a press release, and then announce the winner with a photo for a second hit.

Cost: Your choice on the scholarship

7. Volunteer to serve on a committee or board of directors. It is far easier to dazzle people with your brilliance and to build a relationship working for a common cause than to just go networking and hope they remember you as they sort through the collection of business cards in the jacket pocket the next day.

Cost: Free

8. Give seminars for organizations. If you are a good speaker and teacher, show off. Offer your services to various organizations to market you as 'value-added' to the organization's membership. They do the marketing, and you are in the limelight building credibility.

Cost: Free

9. Do what you say you're going to do. If you tell someone you will call them or send something, do it. Your reputation for follow-through (and good manners) is at stake.

Cost: Free

10. Send a handwritten note and you will surely stand out in a pile of mail. You can send notes for anything—you saw the person in the newspaper, you enjoyed meeting him or her at an event, or you just want to say thanks and pass along a business card of a person you think could be of value to the individual. Old fashioned yes, effective yes...especially in this impersonal, fast-paced world of emails, voicemails and faxes. If we can't take time for the personal touch with a five-minute note, how effective will we really be at this relationship-marketing thing anyway?

Cost: A few stamps

Carolyn Touhey, MBA, is an award-winning marketing consultant who founded SmartBiz Strategy in 2007 when she moved to the Comox Valley. In addition to running her own business in the US since 1990, she was a member of the faculty at Johns Hopkins University and Loyola College in Baltimore. She can be reached at 250-335-2342 or MakeAnImpact@SmartBizStrategy.com.

November 26 — Event Marketing -- Make Your Event a Smashing Success

For registration information, contact Continuing Ed at 250-334-5000 ext. 4602 or visit www.nic.bc.ca.

For more information on any of these, visit the "seminar" section on www.SmartBizStrategy.com.

About This Bulletin

With marketing being a top concern of most business owners, this bulletin is intended to give practical advice for marketing your business.

I hope you find it of interest. But, if you wish to be removed from this list, please email newsletter@SmartBizStrategy.com.



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