



Small Business
Development Centers
Los Angeles Regional Network



Marketing Your Business

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In partnership with:

www.vcsbdc.com



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What is the SBDC?

- The SBDC is a national program that provides affordable business assistance to America's small business locally.
- SBDC's provide:
 - Business Counseling
 - High-value Training
 - Access to resources to promote business success



How Does the SBDC Work

- We provide one-on-one business counseling at no cost to the business owner.
- We supplement our counseling with high-value, low-cost training.
- Access to research – SBDCnet
- Nationwide resources



Who does the SBDC target?

- Focused Start-ups
- Small Businesses with less than 25 employees
- Small businesses seeking state & federal certification
- Emerging industries
- Industries that are vital to the local economy



What is Marketing about anyway?

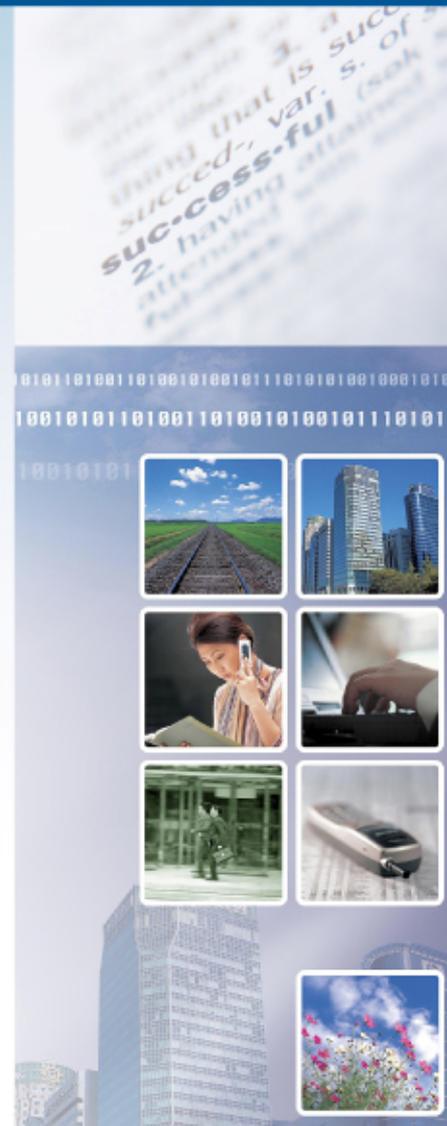
***Marketing* is matching
Buyers with Sellers**



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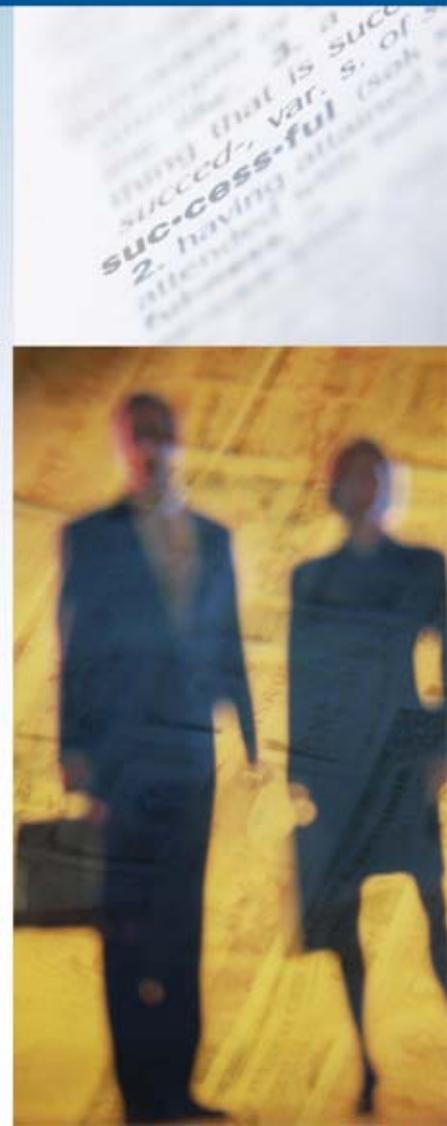
Marketing is more than advertising

Pre-Opening

- Market research
- Competitive analysis
- Pricing
- Positioning
- Naming and Branding

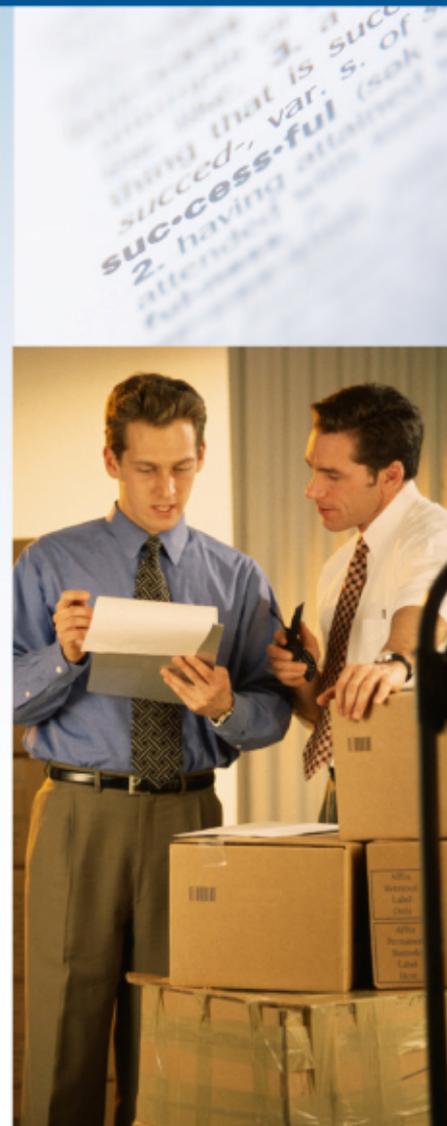
After Opening

- Advertising & promotion
- Public relations
- Sales
- Customer Service
- Customer satisfaction



Marketing is

- the wide range of activities involved in making sure that you are continuing to meet the needs of your customers
- and get value in return



How do you accomplish that?

- Market Research helps to identify:
 - Your best customer
 - Your competition
 - Your marketplace
 - Your product mix
 - Your positioning
 - Your pricing



Would you?

- Buy a home without checking out the neighborhood?
- Buy a car without checking out its mpg or safety record?
- Would you get married without checking out the family?

WHY WOULD YOU START A BUSINESS WITHOUT CHECKING OUT THE MARKET?



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Marketing Research tells you

- Who is most likely to buy your product
- What is most important to them
- How much they are willing to spend
- Where they are located
- Where they learn about products
- How big the market is

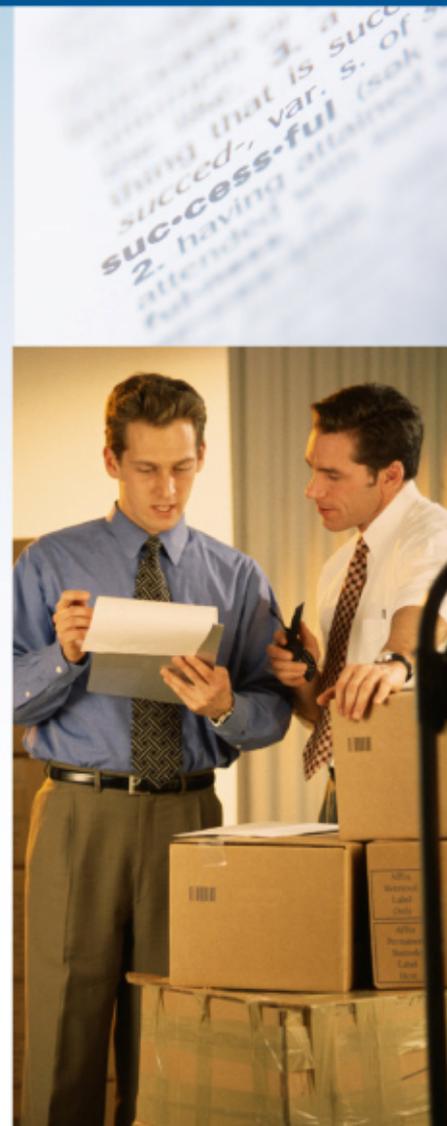
**IT IS NOT TOO LATE!
DO THIS NOW!**



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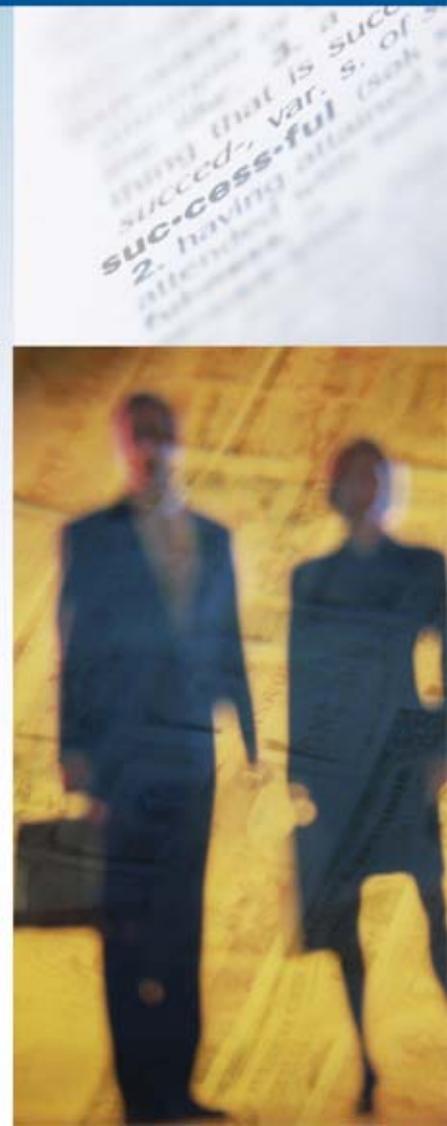
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Competition is good

- **Competition means better products, fairer pricing and more choices**
- **Sometimes your competition isn't really your competitor**
- **Competition makes you identify your advantage**

There are lots of ways to out perform your competition



Naming and Branding

- It's your face to the world, make it useful, relevant, identifiable, and universal
- Logos, names and graphics should represent what you do
- Keep logos and names simple, market appropriate and repeatable
- Get trademarked. No telling where your customers might take you.



Target Marketing

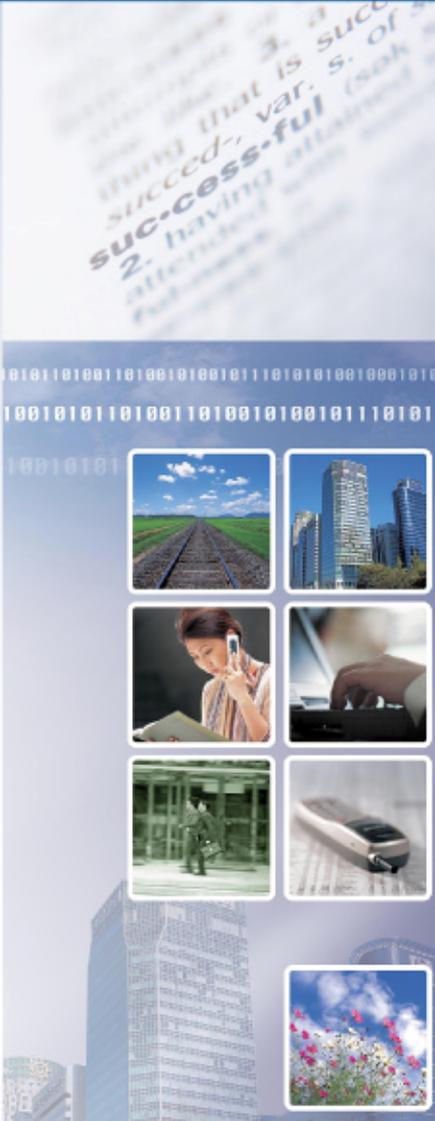
Target Marketing is finding your best, most profitable customers



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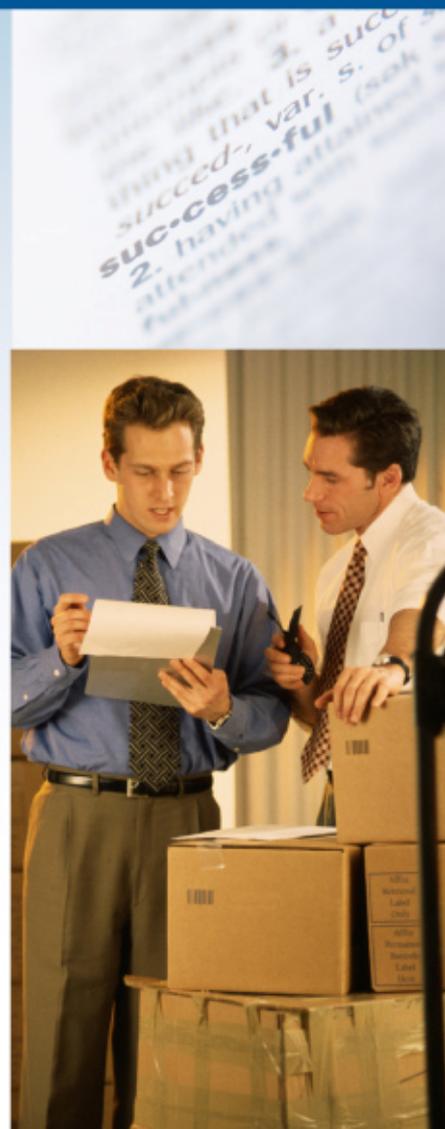
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Target Marketing

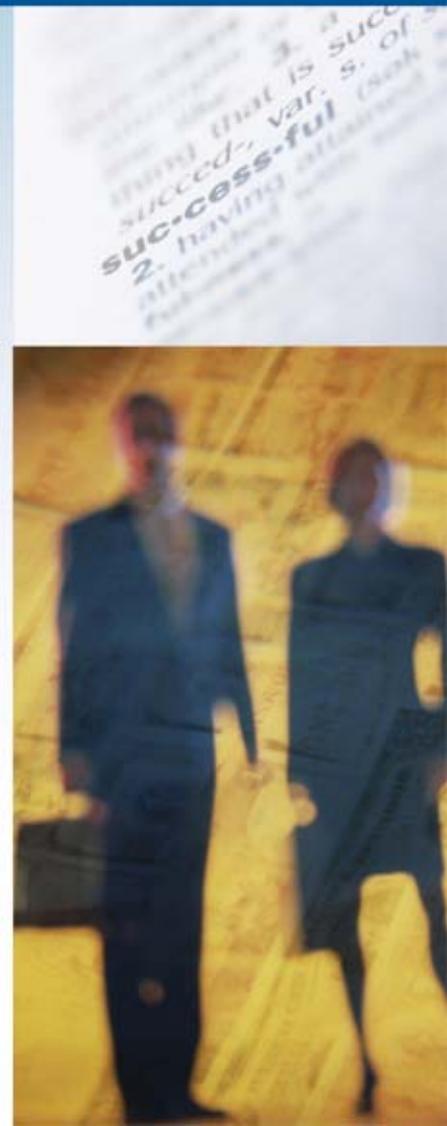
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The two target market segments are

- Geographical segmentation
 - Serving the needs of customers in a particular geographic area
- Customer segmentation
 - Serving customers based on demographic and psychographic characteristics



Whatever you do – Target!

- Target your efforts in downturns
- Shotgun your efforts more when things are great!



Promoting your business

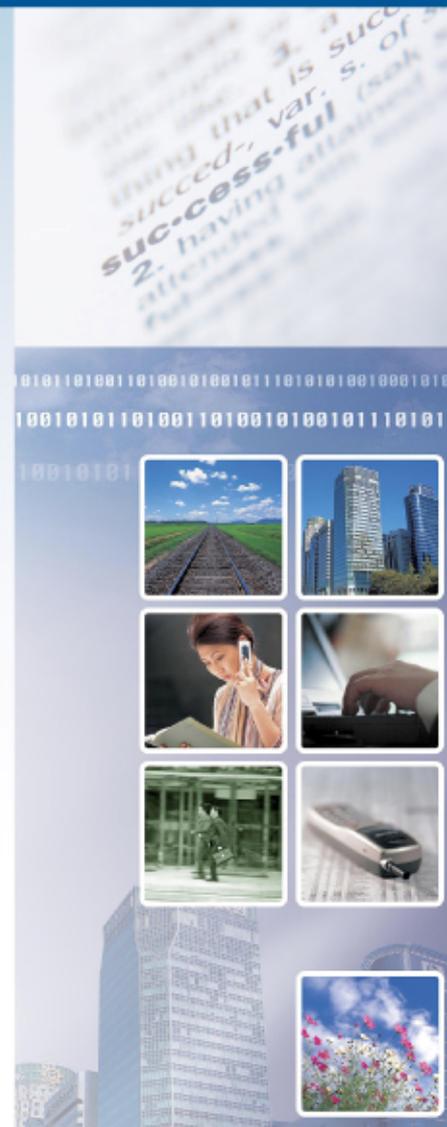
Promotion is reaching out to Buyers



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The Buyer Wants

Your product or service to:

- Save money or time
- Meet an unmet need – emotional, spiritual or physical.
- Offer something that your competition does not offer.
- Be price sensitive



Promotional Mix

How you market depends on your customer

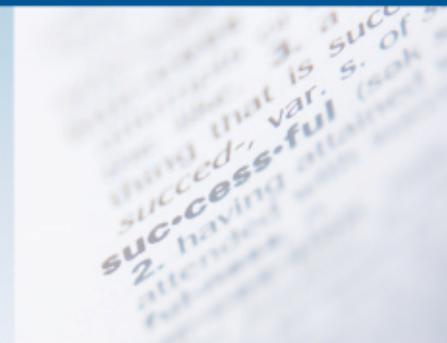
- How does your best customer gain knowledge
 - Depends on age, gender and psychographics.
 - Mass media is great for some products and inefficient for others
 - Targeted campaigns cost more but bring greater returns.



E-Mail Marketing

E-Mail marketing is effective, inexpensive and measurable.

- Constant Contact and Vertical Response make it easy
- Sending targeted emails keeps your customers happy
- You can measure its effectiveness



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Measure, Measure, Measure

Market like the big guys!

- Always include a promo code, special gift, discount or bonus
- Always limit the time of the offer
- Always measure the effectiveness of your offer and discontinue anything that doesn't work.

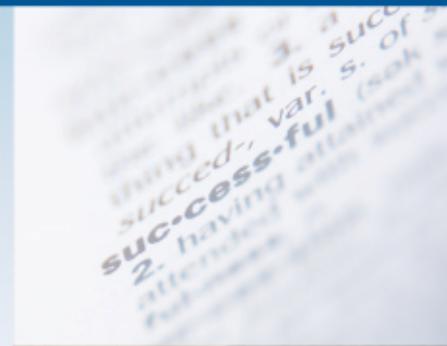


Direct Mail Marketing works too

Direct mail marketing works:

- For older generations
- For highly specialized markets & promotions
- In conjunction with other methods
- When it is very, very targeted

Otherwise it is known as junk mail!



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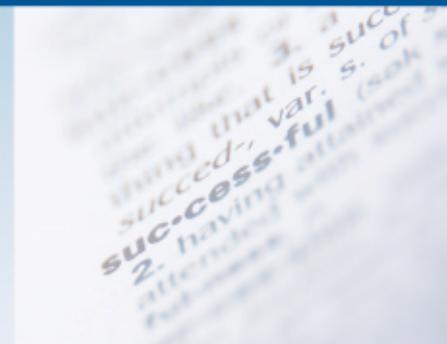
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What customers want

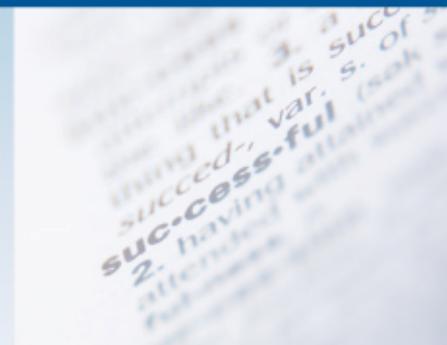
- They want to know the benefits - they don't think about features
- They want to buy from someone they can depend on
- They want to be treated fairly
- They prefer not to look for someone else to buy from

Your job is to help them stay with you



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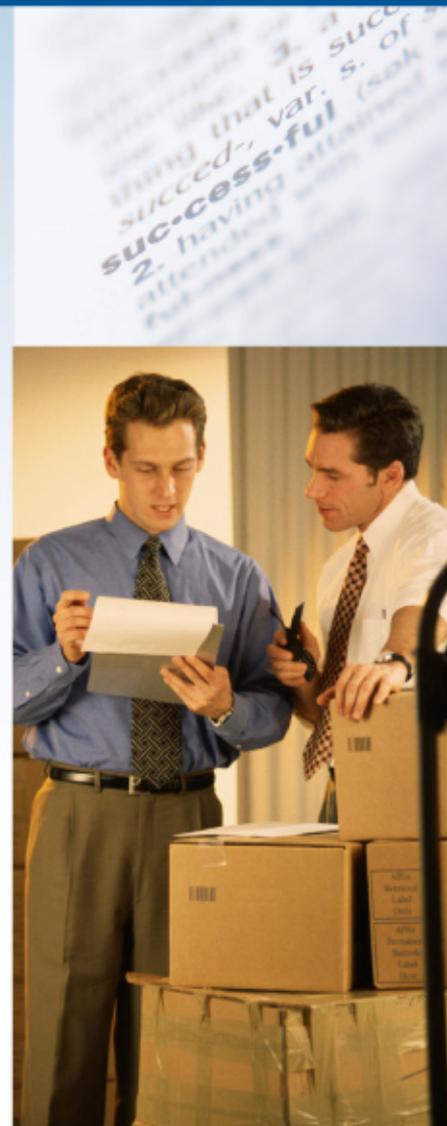
Relationship Marketing

- Our high tech world requires more high touch
 - Talk to your customers
 - They can be your unofficial advisory committee
 - They'll suggest product or service changes and advancements
 - They will appreciate your willingness to consult them



Find out about your customer's needs

- Talk to your customers
 - What new directions are they taking?
 - What products and services will they need to move forward?
 - Are they reacting to a trend?



Provide exceptional customer support

- Customer support is a major opportunity to secure long term customers
- Hire staff that understands that customers keep them employed
- Turn your order takers into sales staff
- Suggest companion products



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Today is a great opportunity

Businesses that develop a marketing strategy now that targets their best customers, offers quality, market appropriate products and provides exceptional support will capture market lead when the market improves



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Do Something!

Do something to grow
your Business today



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