

Marketing & Promotions Toolkit



Important Steps in Marketing

- Do Your Research to Define Target Markets, Competition, and Industry
- Analyze Research to Understand Your Business and Industry
- Develop Your Marketing Plan (including Marketing Tactics)
- Develop Your Promotional Content and Brand(s)
- Design Your Materials (hardcopy & electronic)
- Promote & Sell...Always Be Closing (ABCs)
- Build Relationships and a Great Reputation
- Measure Results in Sales Numbers, Followers, and Subscribers

Market Research Resources

Small Business Development Center (SBDC)

- University of Milwaukee students will conduct research for your business

Milwaukee Public Library (mpl.org)

- Business research
- Business library card for access to the library's databases and materials

Trade Association (specific to your Industry) Reports

Incredible Customer Service & Relationship Management

- ✚ Write-down your phone and face-to-face customer service spiel (sales pitch). Use your spiel consistently.
- ✚ Make it easy for customers to purchase your product and/or service. Set-up a variety of payment options (face-to-face, online, and phone) and be ready to deliver, mail, and for pick-up.
- ✚ Make sure to treat your customers like royalty. (See article below.)
 - **Do Your Customers Like Talking To You?** <https://www.engageselling.com/blog/do-your-customers-like-talking-to-you/>
- ✚ Leverage the “loss leader” or introductory pricing. Offer free or low-cost help to people in your network with the expectation that it might lead to new or higher priced business later on. Be careful when using this strategy. <https://www.investopedia.com/terms/l/lossleader.asp>

Fusion (Cross) Marketing Tactics

Identify what businesses compliment yours, reach-out to them and ask if you can promote their business in exchange they promote yours.

Guerilla Marketing Tactics

What creative ideas can you come up with to assure your business is literally in the face of your target markets, virtually online (be mobile phone friendly), and physically (direct mail, flyers on fence, or under windshield wiper)?

Online Business Directories or Networks

- ✚ Google My Business
- ✚ Yelp.com
- ✚ LinkedIn.com
- ✚ Alignable.com
- ✚ Riverworks.org
- ✚ MKEBlack.org
- ✚ Meetup.com
- ✚ Local, Statewide, and National Chambers of Commerce (normally charge membership fee)

Website Builders & eCommerce Sites

- ✚ Squarespace.com
- ✚ Carrd.co (single page)
- ✚ Ucraft.com (14 day free trial; \$10/month)
- ✚ Wix.com
- ✚ GoDaddy.com
- ✚ Etsy.com (eCommerce)
- ✚ Weebly.com (eCommerce by Square)
- ✚ Shopify.com (eCommerce)
- ✚ Bigcommerce.com (eCommerce)

Search Engine Optimization (SEO)

Cname record on Google

Marketing Apps for Small Business Owners

<https://www.getresponse.com/blog/11-essential-marketing-apps-for-small-business-owners>

Other Online Marketing & Promotion Tools

Fiverr.com (Find low-cost freelance professionals for graphic design, logo development, website, video editing, and the like)

How to Use Color to Increase Sales: Online Marketing

<https://optinmonster.com/which-color-button-converts-best/>

Increase Online Sales: 11 Web Design Principles That Will Boost Your Conversion Rate

<https://optinmonster.com/11-web-design-principles-that-will-boost-your-conversion-rate/>