

MARKETING BASICS FOR SMALL BUSINESSES

Successful business owners and entrepreneurs understand the power of marketing and connecting their brand to their ideal customer.

Struggling small businesses hope and pray that the ‘Word of Mouth God’ will deliver onto them the *right* type of client in the required timeframe, who are happy to pay the price of their product and want exactly what they are selling.

Most SMEs also think that to do this correctly requires large funds, in-depth knowledge of social media platforms like Facebook, Instagram, google and that beautifully designed images and expensive tailored websites!

The team at [Acclaimed Results](http://www.acclaimedresults.com.au) are here to tell you that they are wrong. There are eight fundamentals that all business owners must have and none of them require huge budgets, specialist marketers or world-class designers.

These marketing fundamentals are:

1. Know which product gives you the most margin in the shortest delivery timeframe. (extensions, renovations, new builds, dual occ, etc.)
2. Understand who your best clients are; the ones who want you, your product and your price and you in turn also prefer them to other type of customers.
3. Know what your clients value the most and tailor your offers accordingly. Please note that ‘excellent service & great products’ is not unique to your business as most companies claim this.
4. Have clarity as to your clients’ buying process and ensure your sales and marketing process mirrors theirs.
5. Ensure your website represents your company well; that it appeals specifically to your desired clients and is professional, modern and clear.
6. Make sure what your clients see online is accurate and reflective of all their contact with your company; in other words, your stationery material, uniforms. Hoardings and other branding relays a similar story and value proposition.
7. Focus on the fundamentals of your industry; avoid fads or things which have short term value or based on a tv show which are not solid foundations for basing a business.
8. Ensure you engage in mediums relevant to your clients only. No need investing thousands of dollars on Google AdWords or Facebook if your clients are referred to you by architects, designers or town planners.

For no obligation, tailored and expert marketing advice contact Harry Pontikis at
www.acclaimedresults.com.au