



Gorilla Consulting

Marketing your business
....a few things to consider



So, you've started your own your own business!

It can often feel as though cash is heading out the door, way faster than it's coming in! This is why it's good to set budgets. Part of creating a budget for the business is deciding where it makes sense to spend money.

Obviously you'd expect me to focus on a marketing budget - so that's exactly what I'm going to do! Also, from my perspective, this is how you will start to build revenue and make some dosh - and yes it's your passion, but we all have mortgages to pay!

Any marketing campaign and continuous marketing efforts will cost your business money! Sounds obvious, but for some small businesses or new start-ups, it can be hard to justify spending that cash - so here are 5 things to consider when looking at marketing your business.

Hope it helps.

1, Build awareness

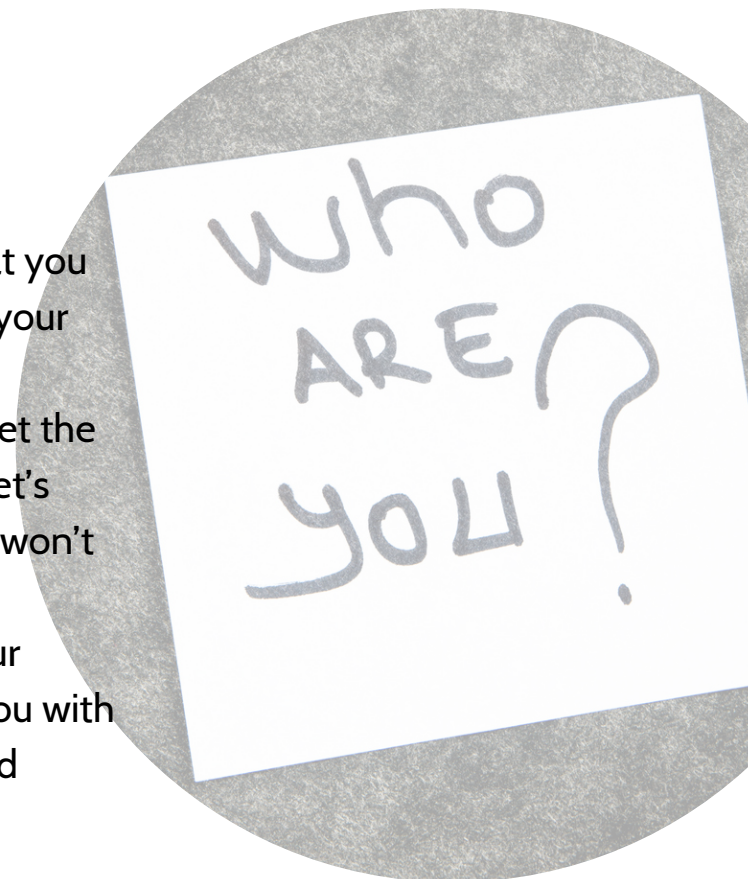
One of the biggest benefits of marketing is that you are able to build awareness of your company, your brand, and your offerings.

Marketing provides companies with a way to get the word out to potential clients and customers. Let's face it, if you can't bring in the customers, you won't be able to make money.

At the same time, marketing helps to build your reputation as a company. It helps to provide you with credibility, which is important as customers and clients look for someone to do business with.

2, Marketing can help you increase your sales

Well, this is an obvious one! But genuinely get your brand out there, get it on social media, drop flyers (bit old school, but still very effective!). When you are reaching a bigger audience, it makes sense that you're going to be able to make more sales. This won't happen overnight - it's the long haul, but worth it.



3, You don't have to spend a fortune to get results

Some businesses make the assumption that if you're going to create a marketing plan, you need to go all out and spend a small fortune, but that doesn't have to be the case at all.

In fact, there are plenty of ways that you can market your company online that are extremely cost-effective. Not only that but online efforts make it possible to target specific audiences who will want your product or service.

Consistency is the name of the game here! Don't give up after a week, keep it going, stick within your budget, it will happen.

4, Alert clients to deals, promos, & offers

Marketing is an awesome way to show off special deals, events or offers you are running. Build in budget for targeted ads, these really help to increase awareness. Or make it into a competition and try to expand your reach organically. It's all worth trying.

5, Keep results in mind

Investing in marketing can help you to secure more clients, increase your sales, and help with brand awareness.

But, it will take time, you will need to keep at it, there isn't a quick win, just be yourself, show people who you are, what you do, have some fun with it.

Nothing's perfect, make the mistakes, learn from them and keep trying new things. You will be a success - Good luck.



I hope some of the above is helpful to at least getting you thinking about the importance of marketing your business. If you would like to chat more about how Gorilla Consulting can help you and your business then don't hesitate to get in touch.

Much love from the Silverback x



gorillaconsulting.co.uk



facebook.com/ConsulttheGorilla



linkedin.com/company/gorillaconsultingcoaching

Look me up on:

