



MARKETING

10 TIPS EVERYONE SHOULD KNOW

A business will never be successful without effective marketing. You can have the best product or service in the business, but nobody will know this if you market yourself poorly. Putting your name into the world allows you to build your customer base and see success. Here are 10 tips for developing stronger marketing skills for your business:

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IDENTIFY YOUR PRIMARY CUSTOMER

The first step in developing an effective marketing strategy is identifying your target audience. This is a segment of people who are your ideal client. Do the research to figure out who your ideal client is, their age, gender, income, education, and geographic location, to establish a key understanding of who your target audience is. To avoid over-simplifying these numbers, look even deeper into their interests. Not only will this paint a better picture of who your ideal customer is, but it will also help you later down the road with reaching your audience in the appropriate settings.

SIZE UP YOUR COMPETITION

Use competition to your advantage by diving deep into their identities. Look at the experience your competition is promoting within their brand through the messaging they use. Is their audience the same as yours or can you offer a new solution to an untouched demographic? These details will help you pick out your competitors' strengths and weaknesses and learn from their mistakes. Making their weaknesses your strengths gives your brand an advantage over your competitors.



ESTABLISH YOUR BRAND'S "WHY"

You must identify who you are as a company in order to sell yourself to your customers. Develop your story by establishing what experience you are trying to promote through your brand and what niche you are serving in the marketplace. Using consistent messaging across your promoted experiences will allow your audience to stay engaged with your brand.

POLISH YOUR VISUAL BRAND

Catch the eye of your customers. Consumers notice your visual brand before they even look at your messaging or products. Polish all aspects of your visual brand: logo, website, signage, fonts, colors, photos, and illustrations. Design your brand to be professional and engaging, with a uniform theme across all media.

DEFINE YOUR GOALS

What is the purpose of your marketing? Are you trying to increase sales or gain more market share? Are you building awareness? Answering these questions will help you to better define your goals and create measurable goals across all aspects of your marketing strategy. These goals should be challenging while still attainable.

EFFECTIVELY REACH YOUR AUDIENCE

This is when your customer persona identification comes into play. With a deep understanding of who your customers are and what they're interested in, begin reaching out to them through resources they are familiar with. Be where your people are. Target zip codes and neighborhoods where your target audience resides. Place ads on radio stations, social media, and other media outlets that receive high traffic from your demographic.

UTILIZE LOW-COST TACTICS

Marketing is a pricey business, especially if you are a new company. Using low-cost marketing resources and tactics will help you to push out your name without putting a dangerous dent in your budget. Take advantage of networking events in your area to reach out to supportive companies and potential customers. Social media is a free way to sell yourself to customers. Catch their attention with interesting posts about your brand. Join the conversation and start your own conversations with partnerships, free webinars, or events. Partnerships and guest blogging are other great and affordable ways of expanding your audience easily. With these cost-friendly methods on top of other traditional marketing tactics, you can grow tremendously without breaking the bank.



BUILD AWARENESS BY TAKING YOUR MESSAGE TO THE PEOPLE

Utilize high-traffic locations for your marketing. Billboards in regions with many commuters will ensure a large number of eyes seeing your advertisements. Sponsoring events can also help to get your name out there and align your brand with causes you care about. Taking advantage of direct mail with USPS Every Door Direct mail can help you reach any remaining customers that haven't already been covered by other tactics. In a noisy online world, real mail can help you stand out.

CONNECTING THROUGH SOCIAL MEDIA

As you continue to post content on social media and engage with followers, take note of what is working well and what isn't. With social media, look at the likes, comments, and shares of each of your posts. By figuring out what creates the most engagement with your customers, you can adjust your strategy accordingly. Create more interaction with customers by using polls, Q&As, and other tools on apps like Twitter or Instagram.

INCREASE ENGAGEMENT ONLINE AND OFF

Hosting events within your community will further increase engagement from your customers. Sponsor local events for community members and potential network connections to attend. This will not only increase the quality of relationships with existing customers but also create more publicity for you. Special events for loyal customers including previews of upcoming product lines will increase engagement with these customers and encourage more buying from other customers.

Virtual events can help you connect to people if you can't be together in person. We've seen success with live shows for retail companies showing off their new merch or collaboration events hosted by a variety of businesses, sponsorships for virtual conferences or entertainment events.

WIN PRESS COVERAGE

Press releases have evolved. Now, a press pitch will help you present your case to a news outlet. Create an engaging pitch that's direct and shares a news-worthy angle that gives the reporter an accurate idea of what you're offering for a story. Don't forget to share relevant statistics, photos, and materials in an accessible way (bullet points, attached folder). Refrain from writing your release as a sales copy. Show the reporter the genuine necessity of your story. Keep your pitch short (5 lines maximum and answer the five w's: who, what, where, when, why (should they care)).

Attach a fact sheet PDF in the email. In case this story isn't a good fit now, the writer will have all your necessary information to reach back out later.

The release should be sent to all applicable media outlets: broadcast, print, online, and social media influencers. We recommend keeping a spreadsheet of your media contacts categorized by interest, position, publications, and other relevant information.



MEASURE RESULTS AND PIVOT

Don't let the results of your brand development go unnoticed. Keep tabs on progress by tracking sales and client activity, social media following, and website traffic. Acknowledging these changes shows whether or not your tactics have worked. Keeping a timeline of when these changes occur will allow you to look specifically at what events/posts supported your growth.

GOOD LUCK OUT THERE!

The Novella Brandhouse Team