

SCORE MARKETING COOKBOOK

SIMPLE RECIPES
FOR MARKETING SUCCESS



Let's Get Cooking!

Grow your business with these simple recipes for marketing success.

Over the years, you have told us that you want to improve your business, grow your customer base, and stay abreast of the marketing trends that will help you succeed. This Cookbook allows you to do just that, compiling the best practices for anything marketing-related.

Our SCORE mentors' years of experience and efforts in the field, along with those of our partners and other small business experts, have resulted in an abundant wealth of tools, resources and processes that have helped SCORE clients enjoy increased marketing success. Our clients have followed these recipes, spiced things up, and tasted the success of their efforts. You, too, can cook up marketing success by following the recipes brought to you by the experts who know your palate best – your SCORE mentors.

This Cookbook is not meant to be read in one sitting, but instead should be consumed in small bites – reviewing only those recipes in which you have an interest. Cook with the tools and strategies you have already to get started, then sharpen your skills and add to your marketing pantry as you master new recipes.

We at SCORE thank Sam's Club for generously sponsoring the production of this Cookbook.

How to Use This Cookbook

For any small business owner, the SCORE Marketing Cookbook is a tool to help make your job easier.

This Cookbook was created to help you in your business marketing efforts. Use this guide as an implementation tool. Follow the recipes to achieve marketing success, only applying the techniques for which you feel you have the proper time and resources.

This Cookbook contains information on:

- Developing your business brand
- Hiring your marketing team
- How-to tips on public relations and special events
- Recommendations for online marketing and social media strategies
- Best practices for community outreach
- Marketing tools and resources to help you

To get started, we recommend creating a 12-month marketing plan and campaign. This plan should guide your efforts throughout the year. An ongoing marketing and public relations program will get your business noticed. This Cookbook provides the “recipes” – tips, tactics, resources and marketing tools – to make it easier to establish and sustain a strong marketing program.

Each recipe includes a list of ingredients – the resources you'll need to achieve your marketing goals – and step-by-step directions for how to use them. Where applicable, we also direct you to related recipes, and show you where to access required resources online. Use the Strategy Assessment Worksheet at the end of this Cookbook to determine which recipes are right for your business. Keep this Cookbook at your business so that anyone who contributes to your marketing program can access it.

The role small businesses like yours play in our communities is critical. The ultimate purpose of this guide is to aid you in the marketing of your business, so that you have a greater impact on the growth of your local community and America's economy.

About SCORE

Our Vision:

Strengthen small businesses, local communities and America by supporting our nation's proud heritage of entrepreneurs seeking opportunities and building success.

SCORE provides free, confidential, face-to-face mentoring; low-or no-cost local workshops; and online mentoring through www.score.org. We also provide free online workshops, both live and on-demand, as well as thousands of templates, tools and resources on our website. We have over 340 chapters and 12,000 volunteers nationwide available to help you start or grow your small business. Find your local chapter at www.score.org/chapters.

SCORE was formed in 1964 and is a resource partner with the U.S. Small Business Administration (SBA). Since our inception, we've helped over 9 million people with their small business questions. Visit SCORE today to achieve your entrepreneurship goals.

Our Mission:

SCORE grows successful small businesses across America, one business at a time.

A Letter From SCORE

Dear SCORE Client,

Small business owners like you are a vital and valuable part of your community. To help you succeed, SCORE is continuing our efforts to bring you new tools to help enhance your business marketing.

The latest resource is the SCORE Marketing Cookbook. This guide contains strategies to help you build an effective and sustainable marketing program that meets your business's needs. We encourage you to review the strategies contained in this book and determine what recipes you can use to enhance your marketing efforts.

We are pleased to provide this Cookbook, as well as many other marketing materials you can find online at www.score.org, to be used by your business to increase your visibility and grow your business. Consider using these practical tools and resources to help make your small business a success.

If you have questions about using the recipes or the recommended resources, you can get free, confidential advice from one of our expert mentors. Visit us at www.score.org/mentors to get started. We're here to help you succeed. We're here for the life of your business.

Sincerely,
SCORE Association

INGREDIENTS



DIRECTIONS



YIELD



PAGE	
1	Introduction: Let's Get Cooking!
1	Developing Your Marketing Strategy
4	1.1 Conduct Market Research
5	1.2 Identify Your Target Market
6	1.3 Perform a Competitive Analysis
7	1.4 Develop Your Pricing Strategy
8	1.5 Select Your Sales Channels
9	1.6 Create Your Marketing Message
10	1.7 Develop Your Branding
11	1.8 Rebrand Your Business
12	1.9 Create Your Marketing Plan
14	1.10 Set Your Marketing Budget
15	1.11 Determine Your Marketing Team
16	1.12 Plan and Organize Marketing Efforts With a Marketing Calendar
17	1.13 Internal Marketing: Get Your Staff on Board With Your Brand
18	1.14 Ensure Your Customer Service Reflects Your Brand
19	1.15 Keep Marketing Knowledge Current
2	Promote Your Products and Services
20	2.1 Create Marketing Collateral
22	2.2 Collect Testimonials
23	2.3 Create Client Case Studies
24	2.4 Place Print Ads
25	2.5 Buy Radio or TV Ads
26	2.6 Place Outdoor Ads
27	2.7 Run Direct Mail Campaigns
28	2.8 Use Alternative Advertising Methods
29	2.9 Work With Designers and Agencies
30	2.10 Build Media Relationships
31	2.11 Draft Press Releases
32	2.12 Distribute Your Press Release
3	Online Marketing
33	3.1 Build a Website to Grow Your Business
35	3.2 Enhance Your Website to Increase Sales
36	3.3 Engage Customers on Facebook
38	3.4 Keep Connected Through LinkedIn
39	3.5 Use Twitter to Stay Top-of-Mind
41	3.6 Attract New Customers With Local Search Directories
42	3.7 Create a Blog
43	3.8 SEO: Increase Traffic to Your Website
44	3.9 Grow Your Business With Email Marketing
45	3.10 Increase Your Email Subscriber List
46	3.11 Market With Ratings and Review Sites
48	3.12 Attract Customers "on the Go" With Mobile Marketing
4	Community Outreach and Visibility
50	4.1 Use Event Marketing to Attract New Customers
52	4.2 Network for Growth
54	4.3 Attend Trade Shows and Events to Attract New Customers, Vendors and Partners
56	4.4 Create Customer Loyalty Programs
57	4.5 Celebrate Small Business Week and Small Business Saturday
58	4.6 Use Cause Marketing to Support Your Brand
59	4.7 Host an Anniversary Event

Copyright © 2013 The SCORE Foundation. All Rights Reserved.

Conduct Market Research

Market research is essential to answer key questions about your market and make sure your marketing efforts are reaching the right prospective customers. You should conduct both primary research (gathering your own information from customers) and secondary research (using existing data from outside sources, such as government agencies and market research firms).



Ingredients:

- SCORE Resources
 - a. Conducting a Market Analysis www.score.org/events/workshops/conducting-marketing-analysis
 - b. How to Research a New Business Idea Part 1 www.score.org/resources/how-research-new-business-idea-part-1-analyzing-market
 - c. How to Research a New Business Idea Part 2 www.score.org/resources/how-research-new-business-idea-part-2-analyzing-market-appeal
- Online Resources
 - a. Your industry's trade associations
 - b. U.S. Census Bureau <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>
 - c. American FactFinder <http://factfinder.census.gov>
 - d. EconomicIndicators.gov
 - e. Fedstats.gov
 - f. National Bureau of Economic Research www.nber.org
 - g. Harris Infosource www.harrisinfo.com
 - h. Hoover's www.hoovers.com
 - i. ThomasNet.com
 - j. SurveyMonkey.com



Directions:

1. Review the online workshop **Conducting a Market Analysis** to learn how to get started and to view case studies of other small businesses.
2. Perform the steps outlined in **How to Research a New Business Idea Part I**. Though the title states “new business idea,” the same steps apply for existing businesses. Identify key information about your markets by conducting market research. This typically includes:
 - a. Demographics: For consumers, demographics include age, race, sex, marital status and children. For business-to-business sales, determine factors such as the average company size, years in business, industry, product/service sold and number of employees.
 - b. Size: How big is the market? Is it growing or shrinking?
 - c. Geographic location: Are your customers moving to new regions or are you expanding to new regions? Find out where your market is growing and where it is shrinking.
 - d. Income level or sales: If you are targeting consumers, what is their average income? If you are targeting business customers, what are their average sales?
 - e. Purchasing habits: What are the spending habits of your customers? How much do they spend on your type of product or service?
 - f. Sales channels: How do your customers prefer to buy your type of products and services? Online? In a store? By phone? Through a salesperson?
3. Once you've researched the market, do primary research to analyze the market appeal of your product/service. Follow the steps outlined in **How to Research a New Business Idea Part 2**.
4. Record the findings from your primary and secondary research and use them to define your market. Include this information in your marketing plan. See **Recipe 1.9, Create Your Marketing Plan**, if you have not yet drafted a marketing plan for your business.



Yield:

Knowledge of your proposed markets' size, habits, location and demographics that will help you develop an effective marketing plan.

Identify Your Target Market

Your target market is the customer base your business will serve. To successfully market your product or service, you need to narrow your potential customer base to a specific target market. Identifying this target market is a critical step in creating a winning business model and marketing strategy.



Ingredients:

- SCORE Resources
 - a. Target Market Data Worksheet www.score.org/resources/SCORE-Marketing-Cookbook-Resources
 - b. Target Market Comparison Worksheet www.score.org/resources/SCORE-Marketing-Cookbook-Resources
 - c. Market Segmentation www.score.org/resources/market-segmentation
 - d. 10 Questions to Ask Yourself When Selecting Your Target Market www.score.org/resources/10-questions-ask-yourself-when-selecting-your-target-market



Directions:

1. Using information from the market research you conducted in **Recipe 1.1, Conduct Market Research**, fill in the **Target Market Data Worksheet** to compare potential target markets.
2. Complete the **Target Market Comparison Worksheet** to determine the appropriate target market/s based on the following factors:
 - a. How well your product or service fills unmet market needs
 - b. The profit potential of the market segment
 - c. The level of sales you can expect from that segment
 - d. Potential channel conflicts
 - e. How favorable or unfavorable the competitive environment may be
 - f. Whether this market segment fits your business vision and skills
3. See **Market Segmentation** and **10 Questions to Ask Yourself When Selecting Your Target Market** for more on selecting your target market.



Yield:

A well-defined target market that yields opportunity and sales for your business.

Perform a Competitive Analysis

Perform a competitive analysis to determine how you will differentiate your business from your competition.



Ingredients:

- SCORE Resources
 - a. Competitive Data Collection Plan www.score.org/resources/SCORE-Marketing-Cookbook-Resources
 - b. Competitive Analysis Worksheet www.score.org/resources/business-plans-financial-statements-template-gallery
 - c. Analyze Your Competition www.score.org/events/workshops/analyze-your-competition
 - d. SWOT Analysis Worksheet www.score.org/resources/SCORE-marketing-cookbook-resources



Directions:

1. Identify competing businesses, both in your local area and nationally.
2. Use the **Competitive Data Collection Plan** to list these competitors and brainstorm how you will gather information about them.
3. For each competitor, gather information about their:
 - a. Pricing
 - b. Benefits and features
 - c. Size and profitability
 - d. Brand image
 - e. Reputation
 - f. Sales channels
 - g. Marketing and advertising strategy

This information can typically be found by visiting their location, sampling their products/services, or completing an online search of their website and user reviews.
4. Take the **Analyze Your Competition** online workshop for more guidance on conducting a competitive analysis.
5. Complete the **Competitive Analysis Worksheet**.
6. Assess each competitor to determine its competitive advantage in the marketplace and your business's relative strengths and weaknesses.
7. Use the information gathered to complete a SWOT Analysis for your business. Download the **SWOT Analysis Worksheet** and fill in the fields provided. Meet with a SCORE mentor for assistance and ideas on how to use the information to grow your business.



Yield:

A list of competing businesses against which you must differentiate your own company's competitive advantage.

Develop Your Pricing Strategy

Your business needs an effective pricing strategy to ensure you make an adequate profit to run and grow your business.



Ingredients:

- SCORE Resources
 - a. Competitive Analysis www.score.org/resources/business-plans-financial-statements-template-gallery
 - b. Pricing Strategy Worksheet www.score.org/resources/SCORE-Marketing-Cookbook-Resources
 - c. Developing a Pricing Strategy www.score.org/resources/60-seconds/developing-pricing-strategy
 - d. Loss Leader Pricing Strategy www.score.org/resources/loss-leader-pricing-strategy
 - e. 5 Signs It's Time to Change Your Prices www.score.org/resources/five-signs-its-time-change-your-prices
 - f. Pricing Products and Services www.score.org/events/workshops/pricing-products-and-services



Directions:

1. Start by using the market research data you compiled in **Recipe 1.1, Conduct Market Research**, and the **Competitive Analysis** you completed in **Recipe 1.3, Perform a Competitive Analysis**. This should tell you the market price (the average price all of your competitors charge) for your types of products and services. It should also give you an idea of whether customers may be willing to pay more.
2. Take the online workshop **Pricing Products and Services** and see **Developing a Pricing Strategy** for additional insights on pricing.
3. Set an initial price based on the following considerations:
 - a. The costs of making/obtaining your product or providing your service, plus enough to make a profit
 - b. The competition/market price
 - c. Consider how your pricing aligns with your competitive advantage and with your brand. You may need to match the market price, charge more or charge less
4. Use the **Pricing Strategy Worksheet** to describe your chosen price strategy.
5. Adjust your price as needed by monitoring sales and customer demand. If your product or service isn't selling, you may need to adjust pricing.
 - a. Consider "bundling" products or services, or offering volume discounts, to increase sales.
 - b. Consider special promotional pricing to attract new customers.
 - c. Be sure you don't set your price too low. This can lead to a price war that disrupts the marketplace and is hard to sustain.
 - d. See **Loss Leader Pricing Strategy** and **5 Signs It's Time to Change Your Prices** for advice on adjusting your pricing.



Yield:

A pricing strategy that encourages sales and enables your business to make sufficient profit for growth.

Select Your Sales Channels

Sales channels are how your products or services get to the customer. Whether you sell a product or service to other businesses (business-to-business, or B2B) or to consumers (business-to-consumer, or B2C), there are three primary sales channels: direct (such as through your in-house sales team, your own retail store or your own website), indirect (such as through another retailer or website, a distributor or affiliates), or multichannel (a hybrid approach including both direct and indirect methods).



Ingredients:

- SCORE Resources
 - a. Distribution Channel Assessment Worksheet www.score.org/resources/SCORE-Marketing-Cookbook-Resources
 - b. SWOT Analysis Worksheet www.score.org/resources/SCORE-Marketing-Cookbook-Resources
 - c. Create a Get Moving Marketing and Sales Plan www.score.org/events/workshops/create-get-moving-marketing-sales-plan



Directions:

1. Create a list of your current sales channels and potential sales channels.
2. Complete an assessment of your current channels. Ask yourself and your staff the following questions:
 - a. What are my customers' needs?
 - b. How could my product/service meet those needs?
 - c. Who is my ideal customer and what are their shopping habits?
 - d. How can I reach more of my ideal customers? Am I where my ideal customer can be found?
3. Complete the **Distribution Channel Assessment Worksheet** to answer the questions below.
 - a. Which channels do your competitors use?
 - b. Does this channel reach the desired geographic location where your target customers are?
 - c. What are the barriers to entry for each distribution channel? These could include cost, competitors, time to establish a foothold, etc.
 - d. What is the cost of each distribution channel and how will this affect your cash flow? Can the cost be passed on to customers in the form of price increases or must it be absorbed?
 - e. How will using a particular channel affect your pricing and how will that affect your profit margins?
 - f. What are the costs (both in money and time/manpower) for the sales and marketing efforts required for each channel?
 - g. Are there potential conflicts with existing sales channels? Will one sales channel cut into sales via another?
4. Determine whether you have any existing relationships with potential channel partners (people and companies that can help you move your product or service through sales channels) such as wholesalers, retailers, distributors, consultants, etc. Such relationships can ease your entry into a particular channel.
5. Use the **SWOT Analysis Worksheet** to identify the Strengths, Weaknesses, Opportunities and Threats associated with each sales channel.
6. Take the online workshop **Create a Get Moving Marketing and Sales Plan** for additional insights into possible sales channels.
7. Create a final list of sales channels you will employ.



Yield:

A targeted approach to desired market segments via appropriate sales channels, enabling you to increase brand recognition, decrease risk, reach more customers and potentially increase profits.

Create Your Marketing Message

Develop a marketing message/product and service description that clearly conveys what differentiates your business from the competition.



Ingredients:

- SCORE Resources
 - a. Product and Service Description Worksheet www.score.org/resources/SCORE-Marketing-Cookbook-Resources
 - b. Competitive Data Collection Plan www.score.org/resources/SCORE-Marketing-Cookbook-Resources
 - c. Competitive Analysis www.score.org/resources/business-plans-financial-statements-template-gallery



Directions:

1. Identify your product and service characteristics by completing the **Product and Service Description Worksheet**.
 - a. Relevant characteristics include your product or service's special benefits, unique features, limits and liabilities, production and delivery methods, suppliers, and any intellectual property or special permits you hold.
 - b. If you haven't already done so, follow **Recipe 1.3, Perform a Competitive Analysis**, to complete the **Competitive Data Collection Plan** and **Competitive Analysis**.
2. Use the information in the **Product and Service Description Worksheet** and **Competitive Analysis** to compile a product or service description and marketing message that focuses on your product or service's benefits and answers the customer's question, "What's in it for me?"
3. The description and message should be concise and fulfill your target customer needs. It should clearly identify unique/key features and include information on quality, price, availability and dependability.
4. Your marketing message should follow a pattern similar to the following example: *At Ann's Nursery, discerning growers and gardeners (target customers) can get high-quality ornamental trees, shrubs and vines (products) with a one-year, money back "guarantee to grow" and extended plant care documentation (unique features) backed by well-known horticulturalist (competitive advantage) Dr. Ann Murphy.*
5. The description and message should be consistently communicated in all marketing material and media.



Yield:

Product or service descriptions you can use in your business's marketing efforts, and at least one marketing message you can use in different media.

Develop Your Branding

Branding is not the same as marketing. Branding is the image and positioning of your product or service. Developing a consistent, strong brand is the foundation of your marketing efforts.



Ingredients:

- Product and Service Description Worksheet
- SCORE Resources
 - a. Brand Message Worksheet www.score.org/resources/SCORE-Marketing-Cookbook-Resources
 - b. Building Your Brand www.score.org/events/workshops/building-your-brand
 - c. 5 Tips on Branding Your Business Online www.score.org/resources/5-tips/brand-business-online



Directions:

1. Review the **Building Your Brand** online workshop to learn the basics of branding.
2. Define your brand by brainstorming what you think your business's brand is, then surveying your customers to see what they think the brand is.
 - a. Identify any differences between how you perceive your brand and how your customers perceive it.
 - b. Assess whether your business's pricing, customer service, product or service quality and other factors support your desired brand image. If not, you must either bring them in line with your brand or modify your brand.
3. Once you have defined your brand, use the **Brand Message Worksheet** to develop a brand message that is short, memorable and will appeal to your target customers.
 - a. Refer to the **Product and Service Description Worksheet** you completed in **Recipe 1.6, Marketing Message/Product and Service Description**, for help.
 - b. You should be able to describe your brand in one paragraph, but also boil it down to one sentence and even to a tagline. The goal is to capture the essence of your business.
4. Follow the steps in **5 Tips for Branding Your Business Online** to promote your brand.
5. Periodically reevaluate your brand to ensure it is keeping up with changes to your company's product, service, focus or target market. If necessary, rebrand your business following the steps in **Recipe 1.8, Rebrand Your Business**.



Yield:

A strong, well-defined brand that will guide all of your business's marketing efforts.

Rebrand Your Business

From time to time it may be necessary to rebrand your business to keep pace with new product and service offerings, appeal to new target markets or refresh a brand identity that has grown dated.



Ingredients:

- Design Agency (if collateral was developed externally)
- SCORE Resources
 - a. 7 Branding Tips for Small Business www.score.org/resources/sony/7-branding-tips-small-businesses
 - b. The Basics of Global Brand Protection www.score.org/resources/basics-global-brand-protection
 - c. Tips for Naming Your Product or Business www.score.org/resources/tips-naming-your-product-or-business



Directions:

1. To determine if rebranding is necessary, assess whether your business's needs have changed since you began or since you last developed a brand. Ask yourself:
 - a. Have my target customers changed?
 - b. Have I added new products or services?
 - c. Has my business's price point changed? If you go from a mass-market price point to a luxury one, for example, it may be time to rebrand.
 - d. Have my business's sales channels shifted? If you change from a business-to-consumer company to a business-to-business focus, or shift from retail to wholesale, you may need to rebrand.
2. Follow the steps in [Recipe 1.7, Develop Your Branding](#), to define your new brand. Review **The Basics of Global Brand Protection** to learn about the importance of getting a registered trademark for your new name or brand.
3. Update your business' logo, signage, website, advertising and collateral as needed to reflect the new brand. Work with outside designers and agencies to develop new materials if you're unable to do it in house. See [Recipe 2.9, Work With Designers and Agencies](#).
4. If a name change is part of your rebranding effort, review **Tips for Naming Your Product or Business** for information on selecting a name that will help you succeed.
5. Consider announcing the new branding to your customers in social media, press releases and other media. State the reason for the new brand (new owner/management, new product/service offerings, new direction). See [Recipe 2.11, Draft Press Releases](#), and [Recipe 2.12, Distribute Your Press Release](#).
6. See [7 Branding Tips for Small Business](#) for advice on making the most of your new brand.



Yield:

A revitalized brand identity that accurately reflects your business's current product and service offerings and appeals to your target markets.

Create Your Marketing Plan

A well-designed marketing plan can raise awareness of your business, attract more customers and boost sales. Develop a 12-month marketing plan that includes a budget and integrate it into your company's business plan.



Ingredients:

- SCORE Resource
 - a. Simple Marketing Plan www.score.org/resources/simple-marketing-plan
 - b. How to Write a Marketing Plan www.score.org/resources/how-write-marketing-plan
 - c. Create a “Get Moving” Marketing and Sales Plan www.score.org/events/workshops/create-get-moving-marketing-sales-plan
- Online Resources
 - a. 1-Page Marketing Plan <http://smallbiztrends.com/2008/06/one-page-marketing-plan.html>
 - b. Developing a Marketing Plan www.sba.gov/content/developing-marketing-plan
 - c. 5 Easy Steps to Create a Marketing Plan www.microsoft.com/business/en-us/resources/marketing/market-research/5-easy-steps-to-create-a-marketing-plan.aspx?fbid=Qkjhd0K1tG
 - d. How to Write a Small Business Marketing Plan <http://sbinformation.about.com/od/marketplansample/ss/small-business-marketing-plan.htm>
 - e. How to Write a Marketing Plan www.inc.com/guides/writing-marketing-plan.html
 - f. Free Marketing Plan Template www.engagemarketing.com.au/marketing-ebooks/marketing-plan-template
 - g. MPlans www.mplans.com



Directions:

1. Begin by outlining goals and objectives for the marketing plan. The primary objectives of your marketing plan might be:
 - a. To increase awareness of your business among potential customers
 - b. To attract more customers to patronize your business
 - c. To increase customer satisfaction, with the goal of increased referrals from existing customers
2. Once your marketing goals are set, develop a marketing plan that works to achieve each goal. Although your structure may vary, typically, marketing planning focuses on four quarters: January through March, April through June, July through September, and October through December. The marketing plan can and should be coordinated with the overall management of business activities each fiscal year. Core components of your marketing plan may include:
 - a. Roles and responsibilities of marketing team: Define who is responsible for each marketing initiative.
 - b. Business website: Maintain and promote your business's website. Develop a plan for keeping your site updated with content to attract new and returning customers.
 - c. Branding: Outline ways that you can build and promote your business's brand in your community.
 - d. Marketing materials: Create branded marketing materials that focus on attracting new customers and retaining existing customers.
 - e. Social media: Create a plan for connecting with prospects, clients and partners through social media.
 - f. Email marketing: Develop your strategy for keeping customers engaged through email communications; outline ways to build your contact list.
 - g. Alliance partnerships: Form new alliances with potential partners who can refer you to new customers and prospects and help grow your business.
 - h. Conferences and trade shows: If appropriate, have a presence at events at which prospective clients congregate.
 - i. Special observances: Make the most of events relevant to your business, such as anniversaries, national holidays and other important dates.
 - j. Targeted media/contact list: Ensure that your business has a go-to list of local media to send news releases, newsletters and other announcements. Develop and maintain a database of contacts.



3. Use **Recipe 1.10, Set Your Marketing Budget**, to determine your budget for carrying out your marketing plan.
4. Consider using the tools in the resources listed above to simplify your marketing plan creation.
5. Review your marketing plan at least once a quarter. Adjust your marketing plan as needed to obtain the desired results from your efforts.

Yield:

A 12-month strategy for your business's marketing efforts to help keep your team organized and focused.

Set Your Marketing Budget

Developing a marketing budget helps ensure your business has adequate capital to achieve your marketing goals.



Ingredients:

- Marketing Plan
- SCORE Resources
 - a. Marketing Expenses Strategy Chart www.score.org/resources/SCORE-Marketing-Cookbook-Resources
 - b. Annual Marketing Budget Template www.score.org/resources/annual-marketing-budget-template
 - c. Key Trends for Planning a 2012 Ad Budget www.score.org/resources/key-trends-planning-2012-ad-budget
- Online Resource - Cost of Marketing: What Is the Average Budget? www.legalzoom.com/business-management/promoting-your-business/cost-marketing-what-is



Directions:

1. Using the **Marketing Plan** you developed in [Recipe 1.9, Create Your Marketing Plan](#), complete the **Marketing Expenses Strategy Chart**.
 - a. Identify different target customers and the sales channel you will use to reach them.
 - b. Add cost estimates by channel for:
 - i. One-time costs (sales booth, website design)
 - ii. Monthly/annual expenses (advertising, travel)
 - iii. Staff costs/time
 - c. Review **Key Trends for Planning a 2012 Ad Budget** for information on popular marketing trends that could aid your growth.
2. Download the **Annual Marketing Budget Template** and use it to create a marketing budget. Review **Cost of Marketing: What Is the Average Budget?** for information on the common methods for setting a marketing budget. Set your budget using one of the following strategies:
 - a. Percentage of sales: Determine what percentage of your sales dollars you're willing to contribute to your marketing efforts.
 - b. Fixed dollar amount: Determine how much you're willing to spend on marketing for each fiscal year. Allocate a percentage of this amount to the marketing strategies outlined in your marketing plan.
 - c. Goals-based budget: Review the goals outlined in your marketing plan and the estimated costs for each. Use this to determine your marketing budget for the year.
3. Review your marketing budget on a regular basis (at least annually, but quarterly is preferred). If you are spending too little or too much on marketing, or if your marketing dollars have shifted from one area to another over time, reassess spending to focus on the marketing expenditures that deliver the best return on investment.



Yield:

A marketing budget that enables your business to carry out its marketing strategy effectively without overextending its resources.

Determine Your Marketing Team

Marketing is a critical function that helps drive the success of a business. It involves the communication and promotion of your business to prospects, clients and the community at large. If you do not have the appropriate marketing expertise on staff to carry out your marketing plan, recruit new employees or identify vendors to build a marketing team with the skills you need.



Ingredients:

- Marketing Plan
- Marketing Budget
- SCORE Resources
 - a. Organization Chart for Chief Operating Officer www.score.org/resources/organization-chart-chief-operating-officer
 - b. Job Analysis Worksheet www.score.org/resources/SCORE-Marketing-Cookbook-Resources
 - c. eGuide to Small Business Hiring www.score.org/eguide-small-business-hiring



Directions:

1. Use the **Marketing Plan** and **Marketing Budget** you completed in **Recipe 1.9, Create Your Marketing Plan** and **Recipe 1.10, Set Your Marketing Budget**, to determine what types of marketing roles you need and can afford to fill and what skills employees will need to support your business's marketing efforts.
2. Complete the **Job Analysis Worksheet** and develop a job description for each role for which you need to hire. Include the job location, duties, compensation and required skills and experience.
3. Download the **eGuide to Small Business Hiring** to help you determine what type of person or company can best fill each role, whether that is an employee, outside vendor, independent contractor or intern.
4. Use your personal and professional contacts, industry websites, job search sites and social media tools such as LinkedIn to spread the word about the roles you are seeking to fill and identify possible companies, contractors and job candidates that could fill your needs.
5. Meet with job candidates, independent contractors or companies you are considering. Conduct interviews and check references.
6. Upon hiring an employee or retaining a company or contractor, update the **Organization Chart for Chief Operating Officer** as needed.



Yield:

New employees, vendors or interns to handle marketing tasks, and an updated organization chart.

Plan and Organize Marketing Efforts With a Marketing Calendar

Create and use a marketing calendar to schedule and coordinate your business's marketing activities.



Ingredients:

- Marketing Plan
- SCORE Resource – Marketing Calendar Template www.score.org/resources/SCORE-Marketing-Cookbook-Resources
- Online Resources
 - a. Developing a Marketing Calendar www.entrepreneur.com/article/193446
 - b. How to Determine a Marketing Calendar <http://smallbusiness.chron.com/determine-marketing-calendar-23591.html>
 - c. Creating and Using a Marketing Calendar <http://marketing.about.com/cs/advertising/a/mktgcalendar.htm>



Directions:

1. Once you have completed your **Marketing Plan** (see [Recipe I.9, Create Your Marketing Plan](#)), download the SCORE **Marketing Calendar Template**.
2. Adjust the categories in the template to fit your planned marketing activities. Provide details on the marketing strategies you'll employ, including the person responsible for each task.
3. Depending on your needs, you can break down the calendar by month, by week or by day.
4. Review the online resources above for more advice on creating your marketing calendar.
5. Share the marketing calendar with the marketing team to keep everyone abreast of team activities.
6. As each marketing activity is completed, note the cost and results. Review these details quarterly to assess the effectiveness of each strategy.
7. Adjust your **Marketing Plan** as necessary to reflect any changes.



Yield:

An updated marketing plan and marketing calendar for presenting a consistent brand message all year long.

Internal Marketing: Get Your Staff on Board With Your Brand

A strong business brand—adopted by all your employees—will attract and retain customers and contribute to your company’s overall reputation. Creating a brand-driven culture requires that all staff know how they can help enhance the brand experience within their job.



Ingredients:

- SCORE Resources
 - a. Brand Message Worksheet www.score.org/resources/SCORE-Marketing-Cookbook-Resources
 - b. Organization Chart for Chief Operating Officer www.score.org/resources/organization-chart-chief-operating-officer
- Online Resources
 - a. Brand Selling: How to Get Your Employees on Board With Your Brand http://navigator.cision.com/Brand_Selling_How_To_Get_Your_Employees_On_Board_With_Your_Brand.aspx
 - b. How to Get Employees to Live the Brand <http://brandsthatinspire.com/2012/how-to-get-employees-to-live-the-brand>



Directions:

1. Develop a plan for training employees to present a unified message of your business’s brand to all clients and customers. You may want to have your marketing director or other key member of your marketing team take responsibility for orienting employees.
2. Review the marketing message you created in [Recipe 1.6, Marketing Message/Product Service Description](#), with your staff.
3. Explain the brand you developed in [Recipe 1.7, Develop Your Branding](#), or [Recipe 1.8, Rebrand Your Business](#), and how each employee can contribute to conveying that brand in every customer interaction. Explain how employees will benefit by conveying the brand. For example, show how a strong brand will help attract new customers, retain existing customers and increase sales, strengthening the business and securing the employees’ jobs.
4. Share the **Organization Chart for Chief Operating Officer** that you completed in [Recipe 1.11, Determine Your Marketing Team](#), and explain each marketing team member’s role so employees know where to go with concerns or questions.



Yield:

A committed team of employees who are prepared to present a unified brand message to prospects, customers and the community.

Ensure Your Customer Service Reflects Your Brand

Customer service is key to repeat business. Ensure all aspects of your business meet or exceed customers' expectations and convey your brand message.



Ingredients:

- SCORE Resources
 - a. 60 Second Guide to Establishing Great Customer Service www.score.org/resources/60-second-guide-establishing-great-customer-service
 - b. 60 Second Guide to Managing Upset Customers www.score.org/resources/60-second-guide-managing-upset-customers
 - c. Customer Service – Smaller is Better www.score.org/resources/customer-service-smaller-better
 - d. 10 Commandments of Great Customer Service www.score.org/resources/10-commandments-great-customer-service
- Online Resources - Mystery Shopping Providers Association www.mysteryshop.org



Directions:

1. Regularly assess the following factors in your business to make sure they live up to your brand.
 - a. Physical facility: Is your business clean, attractive and appealing?
 - b. Employees: Are they knowledgeable, friendly and helpful? Do they understand and embody the brand?
 - c. Website: Is it easy to navigate, with a clear call to action? Can customers contact you easily by phone, email or chat if needed?
 - d. Questions and problems: How does your staff handle customer questions or complaints? Do you have planned responses to common questions or standardized processes for common issues?
2. Improve your customer service by regularly asking customers for feedback in person, via email, or through social media or surveys.
3. Make it a practice to follow up with customers after purchases when practical. This can be done via a phone call, a letter or an email depending on the nature of your business and the purchase. Following up can help you identify problems with your customer service. Address issues immediately and communicate any resulting changes in processes to your entire staff.
4. Consider implementing a secret shopper or mystery shopper program to send someone into your business who reports back to you on the service they receive.
 - a. If your budget permits, find mystery shopping companies online. Consider visiting the **Mystery Shopping Providers Association** to find providers.
 - b. You can also create your own mystery shopping program by recruiting friends or family to visit your store anonymously.
 - c. Create a form/questionnaire that each mystery shopper fills out after leaving the store to standardize their ratings of the service they get.
5. Focus on your frontline employees. Employees who interact with customers are particularly important to conveying your brand. Ensure that they are well trained, have the resources they need to do their jobs, and clearly understand their role in conveying your brand message. See **Recipe I.13, Internal Marketing: Get Your Staff on Board With Your Brand.**
6. See the SCORE resources listed above for more on improving your customer service.
7. Encourage staff cooperation by rewarding and recognizing outstanding service representatives.



Yield:

Outstanding customer service that reflects your business brand and inspires customers to refer others to your business.

Keep Marketing Knowledge Current

In order to market your business effectively, you and your marketing team should stay up-to-date on your knowledge of marketing best practices and resources.



Ingredients:

- SCORE Resources
 - a. eNewsletters www.score.org/newsletters
 - b. Sales and Marketing Resources www.score.org/topics/sales-marketing-pr
 - c. Marketing Templates and Tools www.score.org/resources/search?text=marketing
 - d. Marketing Online Workshops www.score.org/onlineworkshops/search?text=marketing
- Online Resources
 - a. American Advertising Federation www.aaf.org
 - b. American Marketing Association www.ama.org
 - c. Direct Marketing Association www.the-dma.org
 - d. Larry Chase's Web Digest for Marketers www.wdfm.com
 - e. Marketing Profs www.marketingprofs.com
 - f. Marketing Research Association www.mra-net.org
 - g. Marketing Sherpa www.marketingsherpa.com
 - h. Mobile Marketing Association <http://mmaglobal.com>
 - i. Radio Advertising Bureau www.rab.com



Directions:

1. Stay abreast of marketing strategies and news by periodically reviewing a few sources for expert information.
 - a. Visit the SCORE website regularly for new articles, tools and templates to help with your marketing efforts.
 - b. Sign up for SCORE eNewsletters at www.score.org/newsletters.
 - c. Read marketing industry publications, blogs and websites such as those listed in the online resources above.
 - d. Consider joining professional associations such as those listed in the online resources above.
 - e. Meet with your SCORE mentor to identify new marketing strategies for your business.
2. Hold regular marketing team meetings to share news and information about marketing trends and best practices.



Yield:

A knowledgeable marketing team whose members are prepared to use the most effective marketing methods to promote your business to the community.

Create Marketing Collateral

Marketing collateral pieces, such as your logo, signage, business cards, brochures and fliers, are essential to support your sales team's efforts and promote your business to prospective customers.



Ingredients:

- Marketing Plan
- SCORE Resources
 - a. How to Create Your Own Marketing Brochures www.score.org/resources/hp/create-marketing-brochures
 - b. Creating Your Own Logo www.score.org/resources/hp/creating-your-own-logo
 - c. 10 Tips to Jumpstart Your Video Marketing www.score.org/resources/10-tips-jumpstart-your-video-marketing
- Online Resources
 - a. 99Designs.com
 - b. CrowdSPRING.com
 - c. Inkzoo.com
 - d. Logoworks.com
 - e. Marketsplash.com
 - f. VistaPrint.com
 - g. Microsoft Office <http://office.microsoft.com>
 - h. Apple iWork www.apple.com/iwork
 - i. QuarkXPress www.quark.com/Products/QuarkXPress
 - j. Adobe InDesign <http://success.adobe.com/en/na/sem/products/indesign.html>



Directions:

1. Based on your chosen sales channels and your marketing plan, determine what types of marketing collateral you will need to support your sales efforts and market your business to prospective customers.
 - a. For business-to-business sales, marketing collateral you may want to consider creating includes business cards, trifold brochures, one-page sales sheets, direct mail pieces and promotional material for use in trade show booths.
 - b. For business-to-consumer sales, marketing collateral you may want to consider creating includes business cards, trifold brochures, in-store signage and direct mail pieces.
 - c. Survey your sales team to ask what types of collateral they need, and use your judgment to determine which materials are most important.
2. Determine whether you have the resources to create the necessary materials in-house or whether you will require outside services. If you can't do it in-house, see **Recipe 2.9, Work With Designers and Agencies**.
3. Set a budget for creating and printing marketing collateral. See **Recipe 1.10, Set Your Marketing Budget**.
4. If creating your own pieces, there are a variety of applications with templates and tutorials that make designing business cards, brochures, newsletters and other marketing collateral pieces simple. Depending on your skills and budget, consider **Microsoft Office, Microsoft Publisher, Apple Pages, QuarkXPress** and **Adobe InDesign**. Refer to the SCORE resources above for additional guidance and suggestions.
5. If using outside assistance, seek referrals from colleagues to find qualified graphic designers and copywriters in your area, or consider using the online resources above to find designers and copywriters.

6. Refer to or provide the designer and copywriter with your brand guidelines/definition (see [Recipe 1.7, Develop Your Branding](#)), marketing message (see [Recipe 1.6, Marketing Message/Product and Service Description](#)) and marketing goals (defined in [Recipe 1.9, Create Your Marketing Plan](#)) to ensure the finished work reflects your brand.
7. At a minimum, all collateral and ads should contain your business name, website (if applicable) and contact information (phone, email and/or fax). Depending on the type of collateral you create, you may also want to include the following:
 - a. Social media links: If you have social media pages, consider including the URL for each site.
 - b. Call to action: Most pieces should also contain a call to action, driving the recipient to act on the information provided. Typical calls to action include asking prospects to purchase a product, contact you to learn more, sign up for newsletters, like your Facebook page or engage with you in some manner.
 - c. What's In It For Me: Always try to include the customer benefits - "What's in it for me?" points - that will encourage the prospect to become a customer.
8. Consider reviewing samples and drafts with your SCORE mentor for additional advice.



Yield:

Professional-looking marketing collateral pieces that reinforce your brand and support your sales and marketing efforts.

Collect Testimonials

Testimonials from satisfied customers are an effective tool you can incorporate into your advertising and marketing materials. Develop a system for capturing and using customer testimonials.



Ingredients:

- Marketing Plan
- Online Resources
 - a. Using Customer Testimonials in Your Small Business Marketing <http://lkrsocialmedia.com/2012/11/using-testimonials-in-your-small-business-marketing-plan>
 - b. Using Customer Testimonials to Market Your Business www.sba.gov/community/blogs/community-blogs/business-law-advisor/using-customer-testimonials-market-your-business
 - c. Collecting Customer Testimonials <http://sales.about.com/od/Sales-Presentations/a/Collecting-Customer-Testimonials.htm>



Directions:

1. Determine who will be responsible for maintaining customer testimonials. Educate all employees on the importance of testimonials and ensure that all employees pass testimonials on to the person responsible.
2. Testimonials can be used in many ways, including in print advertising, in your marketing collateral, on your website or in written case studies. Determine how testimonials will fit into the elements of your **Marketing Plan** (see **Recipe 1.9, Create Your Marketing Plan**).
3. Consider developing a release form for customers to sign if you plan to use their names and/or photos in your marketing materials or on your website.
4. Develop a system for gathering testimonials. You may want to:
 - a. Contact your best customers and ask them to provide a testimonial.
 - b. Include forms asking for feedback and comments in shipments, with invoices or at the point of sale.
 - c. Create an online form on your website where customers can leave comments.
 - d. Reach out to customers who praise your business on social media or in blog comments to ask if you can use their testimonials
 - e. Use testimonials that come to your business in the form of online ratings and reviews. See **Recipe 3.11, Market With Ratings and Review Sites**.
5. Review the online resources above for more ideas and advice on gathering and using customer testimonials.
6. Use testimonials from a range of customers to create a more effective marketing message.
7. Regularly update the testimonials you use in your marketing materials so that your marketing message doesn't become dated.



Yield:

A system for capturing and using customer testimonials to increase trust in your business and help you market effectively to prospective customers.

Create Client Case Studies

If you sell business-to-business products or services that help clients do something better, such as IT services or business equipment, case studies of clients you have helped can be used as marketing tools to show prospective customers how your business could help them, too, and to promote public recognition of your business.



Ingredients:

- Online Resources
 - a. How to Write a Case Study www.hoffmanmarcom.com/casestudy/howtowrite.php
 - b. Case Study Outline www.hoffmanmarcom.com/casestudy/outline.php
 - c. Marketing With Case Studies www.bly.com/newsite/Pages/TMCOL9.html



Directions:

1. You and your Marketing Team should meet regularly to identify successful clients whose stories could make good client case studies. Determine how you will select clients to highlight. When possible, select a client success story that is aligned with your marketing plan and editorial calendar. See [Recipe 1.12, Plan and Organize Marketing Efforts With a Marketing Calendar](#).
2. Review the online resources listed above for tips on crafting a case study.
 - a. Outline the following information about the client:
 - i. Industry/business type and stage
 - ii. Challenge, problem, issue or opportunity
 - iii. Solution from your business
 - iv. Results/benefits
 - v. Any additional information
 - b. Try to get a quote from the client about the impact of your business's services.
 - c. Include your perspective about what other clients can take away from the lesson.
 - d. Draft a title for the case study that summarizes the situation and emphasizes the benefits.
3. Use case studies as the basis for press releases to gain publicity for your business. See [Recipe 2.11, Draft Press Releases](#), and [Recipe 2.12, Distribute Your Press Release](#).
4. Highlight your case study clients in your business's email newsletter and on your business's website. Consider having a "Featured Client" board in your office with a picture of the client and the client's name and contact info (including URL).
5. Include case studies in your business's marketing materials. See [Recipe 2.1, Create Marketing Collateral](#).
6. Consider hosting a "Clients of the Year" luncheon or awards event honoring successful clients. See [Recipe 4.1, Use Event Marketing to Attract New Customers](#). If this isn't appropriate for your clientele, consider sending thank-you cards at holidays or the New Year to show your appreciation and tout some successes.



Yield:

Publicity and recognition for your successful clients and greater awareness of your business as a resource for others in your target market.

Place Print Ads

Whether you sell business-to-business or business-to-consumer, if your target market frequently reads print publications, print advertising can be an effective medium for reaching them. It's a good idea to set goals and expectations for a print advertising effort. Follow these steps to run a successful print advertising campaign.



Ingredients:

- Marketing Plan
- SCORE Resource - Advertising Your Business www.score.org/events/workshops/advertising-your-business
- Online Resources
 - a. How to Buy Print Media www.ehow.com/how_6006154_buy-print-media.html
 - b. Understanding Advertising Rate Cards http://retail.about.com/od/marketing-sales-promotion/ss/ad_rate_card.htm
 - c. Tips on How to Buy Local Print Advertising <http://voices.yahoo.com/tips-buy-local-print-advertising-604142.html?cat=35>



Directions:

1. Using your **Marketing Plan**, identify:
 - a. Your advertising goals. Determine whom you want to target with your print ads and what results you hope to gain. Try to be realistic and plan in advance how and when you'll measure the results.
 - b. Appropriate media outlets that reach your target market. Once you've determined your target audience, identify which publications reach that group. For instance, if most of your target customers are in the local area, it would probably be most effective to advertise in local, community newspapers and magazines.
 - c. Your advertising budget. Determine the amount of money you'll dedicate to print media. Ideally, you should never rely on one medium for all of your advertising but instead use a mix of traditional and online media to build awareness.
2. Speak to a sales representative for more information about prices, audience and deadlines.
 - a. Request a media kit for advertisers and ask for a rate card that outlines advertising pricing and information.
 - b. Keep in mind that reach and frequency matter in advertising. One small ad repeated regularly is typically more effective than a big, expensive ad that runs only once. Consider running an ad for at least three months to build enough reach and frequency to begin determining the effectiveness of your ad.
3. Media outlets may offer to design your ads in-house. See if the outlets you are considering offer this service and how much it costs. Also refer to [Recipe 2.9, Work With Designers and Agencies](#).
4. Track the results of your advertising by asking customers and leads how they heard about your business or capturing this information as part of the sales process. Consider having a specific call-to-action or code in the ad that you can capture when speaking with customers. For example, if running an ad in the newspaper, you can ask customers to mention the ad or the code "Newspaper" to get a discount. This will help you measure the effectiveness of your ad.
5. Modify your advertising plan as needed based on the results. Consider changing the message if needed or abandoning the publication to focus more of your budget on the media outlets that get the best results.
6. Take the online workshop **Advertising Your Business** to learn advertising best practices, and see the online resources above for additional advice.



Yield:

An effective print advertising campaign that raises awareness of your business among your target market and attracts new customers.

Buy Radio or TV Ads

Advertising on radio or TV stations can increase awareness of your business among your target market.



Ingredients:

- Marketing Plan
- SCORE Resource - Advertising Your Business www.score.org/events/workshops/advertising-your-business
- Online Resources
 - a. How to Buy Airtime on Radio www.ehow.com/how_7388548_buy-air-time-radio.html
 - b. How to Buy TV Airtime www.ehow.com/how_6315369_buy-tv-airtime.html
 - c. How to Buy an Ad on Cable TV www.ehow.com/how_2120129_buy-ad-cable-tv.html
 - d. How to Buy TV Advertising on a Budget www.inc.com/guides/2010/09/how-to-buy-tv-advertising-on-a-budget.html
 - e. How to Buy Radio Advertising on a Budget www.inc.com/guides/2010/09/how-to-buy-radioadvertising-on-a-budget.html



Directions:

1. Using your **Marketing Plan (Recipe 1.9, Create Your Marketing Plan)**, identify:
 - a. Your advertising goals. Determine whom you want to target with your TV and/or radio ads and what results you hope to gain. Try to be realistic and plan in advance how and when you'll measure the results.
 - b. Appropriate media outlets that reach your target market. For a small business owner, radio or TV advertising is typically most affordable and effective if your target customers are within your local area. Once you've determined your target market, identify which stations reach that group.
 - c. Your advertising budget. Determine the amount of money you'll dedicate to broadcast media. Ideally, you should never rely on one medium for all of your advertising but instead use a mix of traditional and online media to build awareness.
2. Speak to a sales representative for more information about prices, audience and deadlines.
 - a. Request a media kit for advertisers and ask for a rate card or any specials/packages that they may offer.
 - b. Cable television typically costs less than broadcast TV, but the reach is typically lower.
 - c. In addition to popular community stations, don't forget about college/university radio and/or TV.
 - d. Keep in mind that reach and frequency matter in advertising. One small ad repeated regularly is typically more effective than a big, expensive ad that runs only once. Consider running an ad for at least three months to build enough reach and frequency to generate results.
3. Ask your sales representative about costs to create a spot. Many stations provide this service for clients. If the station does not provide this service, see **Recipe 2.9, Work With Designers and Agencies**, for advice on finding an advertising agency to help.
4. Track the results of your advertising by asking customers and prospects how they heard about your business or capturing this information during the sales process. Consider having a specific call-to-action or code in the ad that you can capture when speaking with customers. For example, when running a radio ad, you can ask customers to mention the ad or the code "Broadcast" to get a discount. This will help you measure the effectiveness of your ad.
5. Modify your broadcast advertising plan as needed to focus more of your budget on the radio and TV stations that get the best results.
6. Take the online workshop **Advertising Your Business** to learn advertising best practices, and see the online resources above for additional advice.



Yield:

An effective radio and TV advertising campaign that raises awareness of your business among your target market and attracts new prospects and customers.

Place Outdoor Ads

Outdoor advertising in appropriate locations can build widespread awareness of your business in the community.



Ingredients:

- Marketing Plan
- Online Resources
 - a. What Is Outdoor Advertising www.ehow.com/info_7736634_outdoor-advertising.html
 - b. How to Rent Your Own Billboard www.ehow.com/how_110730_rent-own-billboard.html
 - c. Outdoor Billboard Advertising www.entrepreneur.com/article/83100



Directions:

1. Using your **Marketing Plan**, identify:
 - a. Your advertising goals. Determine whom you want to target with your outdoor ads and what results you hope to gain. Try to be realistic and plan in advance how and when you'll measure the results.
 - b. Your advertising budget. Determine the amount of money you'll dedicate to outdoor ads. Ideally, you should never rely on one medium for all of your advertising but instead use a mix to build awareness.
2. Identify local outdoor ad space suitably placed to reach your target market. Note the vendor of the ad space and get their contact information.
3. Contact the outdoor vendors to request a media kit for advertisers.
4. Speak to a sales representative for more information about prices, traffic flow and availability.
5. Ask the outdoor vendor if they provide design services and what the costs are. If the vendor does not provide this service, see **Recipe 2.9, Work With Designers and Agencies**, for advice.
6. Review the online resources above for more information on using outdoor advertising.
7. Monitor the placement of your outdoor ad to ensure it is placed as agreed upon.
8. Track the results of your ad by asking prospects and customers how they heard about your business and capturing this information during the sales process.
9. Modify your outdoor advertising plan as needed to focus more of your budget on the locations that get the best results.



Yield:

An effective outdoor advertising campaign that raises awareness of your business in the community and attracts new prospects and customers.

Run Direct Mail Campaigns

A direct mail campaign can be a valuable addition to your marketing strategy by helping you reach more prospective customers, generate leads and increase sales. Create postcards, sales letters and other direct mail pieces to send to prospects and customers.



Ingredients:

- Marketing Plan
- Online Resources
 - a. U.S. Postal Service Business Solutions www.usps.com/business/send-mail-for-business.htm
 - b. Clipper Magazine <http://clippermagazine.com>
 - c. MoneyMailer.com
 - d. Valpak.com



Directions:

1. Using your **Marketing Plan**, identify:
 - a. Your goals. Determine whom you want to target with your direct mail campaign and what results you hope to gain. Try to be realistic and plan in advance how and when you'll measure the results.
 - b. Your direct mail budget. Determine the amount of money you'll dedicate to direct mail. Ideally, you should never rely on one medium for all of your marketing but instead use a mix of media to build awareness.
2. Once you've determined your target audience, identify the best options to reach that group through direct mail.
 - a. Consider using your own in-house mailing lists of current customers and clients.
 - b. Obtain mailing lists of customers in your target market from outside providers. Search "direct mail lists" online or ask for recommendations from colleagues to find mailing list rental companies in your industry.
 - c. Investigate direct mail or coupon mailer service providers such as those listed in the online resources above. Speak to their sales representatives for more information about prices, audience and deadlines.
3. The direct mail service provider may offer to design your direct mail piece in-house. See if the vendors you are considering offer this service and how much it costs. Also refer to **Recipe 2.9, Work With Designers and Agencies**.
4. Track the results of your direct mail campaign by asking customers to bring in or refer to the direct mail piece in order to receive a special offer or discount.
5. Adjust your campaign as needed for desired results.



Yield:

A successful direct mail campaign that attracts customers to your business.

Use Alternative Advertising Methods

Alternative advertising methods can be an effective way to promote your business to prospective customers wherever they may be.



Ingredients:

- Marketing Plan
- Online Resources
 - a. The Advantage of Transit Advertising www.entrepreneur.com/article/76826
 - b. GasStationTV, Your Neighborhood <http://events.gstv.com/about>
 - c. How to Advertise in Movie Theaters www.ehow.com/how_5822305_advertise-movie-theaterscreens.html
 - d. College and University Directory www.university-directory.org



Directions:

1. Using your **Marketing Plan (Recipe 1.9, Create Your Marketing Plan)**, identify:
 - a. Your advertising goals. Determine whom you want to target with your alternative ads and what results you hope to gain. Try to be realistic and plan in advance how and when you'll measure the results.
 - b. Your advertising budget. Determine the amount of money you'll dedicate to alternative ads. Ideally, you should never rely on one medium for all of your advertising but instead use a mix to build awareness.
2. Determine which alternative advertising outlets best reach your target market. Here are some examples, but feel free to explore other alternatives:
 - a. **Movie Theater Ads:** Many movie theaters sell on-screen advertising before the movies. Keep in mind that it can be difficult to determine the percentage of people in the audience who fall into your target market. Large theater chains may handle advertising at the national level; small local theaters generally handle it in-house.
 - b. **Transit Ads:** This can include ads on bus stop benches, transit station walls or shelters, airports, subways, train/rail systems, or even on taxis or buses themselves. In some cities, there are advertising agencies that specialize in transit advertising; in others, you need to contact the transit authority directly. You can also consider posting free event ads on Gas Station TV's Your Neighborhood site. Some of the events posted may appear on local Gas Station TV ads.
 - c. **College Ads:** This can include print, radio and TV ads in college publications and on college radio or TV stations, and can be an effective way to reach college students, if that is your target market.
3. Contact the advertising outlet and ask for a media kit, information about their audience and pricing.
4. Ask if the advertising outlet has an in-house service to create an ad for your business. If the outlet does not provide this service, see **Recipe 2.9, Work With Designers and Agencies**, for advice on finding an advertising agency to help.
5. Determine where and/or when the ads will be placed, and how long and/or how frequently they will run.
6. Track the results of your advertising by asking customers and prospects how they heard about your business or capturing this information during the sales process.
7. Modify your advertising plan as needed to focus more of your budget on the alternative advertising methods that get the best results.



Yield:

An effective alternative advertising campaign that raises awareness of your business and attracts new customers and prospects.

Work With Designers and Agencies

If you do not have in-house design expertise, you may wish to work with a graphic designer or advertising agency to help you create and place ads for your business.



Ingredients:

- Marketing Budget
- Online Resources
 - a. Elance.com
 - b. Freelancer.com
 - c. Guru.com
 - d. oDesk.com
 - e. Adforum Agency Search <http://us.adforum.com/agency>
 - f. 4A's Agency Search www.aaaa.org/pages/agencysearch.aspx
 - g. AgencyFinder.com
 - h. Aquent.com



Directions:

1. Using your marketing plan, determine your needs for outsourced talent. Consider the **Marketing Budget** you created in [Recipe 1.10, Set Your Marketing Budget](#).
2. Identify graphic designers and/or advertising agencies in your area. Tap into your network of contacts, or use the online resources listed above, to find designers and agencies that work with small businesses.
3. Contact designers and/or agencies to discuss your needs and, if appropriate, meet in person.
4. Consider:
 - a. Competitive pricing: Look for designers and agencies whose prices are in line with averages in your area.
 - b. Samples of work: Always ask to see samples of the type of work you would like done.
 - c. Turnaround time: How fast can the designer or agency accomplish your project?
 - d. References: Get references and contact them to ask about the designer or agency's professionalism, timeliness and skill level.
5. Select a graphic designer and/or ad agency to work with. Try to maintain a relationship with one or two agencies for all of your work. The vendors will become familiar with your brand and preferences, which will help ensure consistency in the look and feel of the materials you create.
6. Periodically review your satisfaction with the designer and/or agency and seek other options if warranted.



Yield:

A skilled, reliable graphic designer and/or advertising agency to help your business achieve its marketing goals.

Build Media Relationships

Building relationships with key members of your local media is an essential step in obtaining publicity for your business.



Ingredients:

- Online Resources
 - a. NewsLink Media Directory www.newslink.org/
 - b. Radio Locator <http://radio-locator.com/>
 - c. Newspapers.com
 - d. TVFind.us



Directions:

1. Identify media outlets including newspapers, magazines and TV and radio stations.
 - a. If your target market is local, you will want to focus on local outlets. If your target market is regional or national in scope, you'll want to focus on media outlets that reach a regional or national audience.
 - b. Visit media directory websites such as those in the online resources above to get lists of media partners.
2. Visit their websites to get a list of staff reporters and editors and their contact information.
3. Develop and maintain a media contact list with phone numbers, fax numbers and email addresses for key reporters and editors in local media. Ask reporters and editors how they prefer to be contacted (phone, fax or email) and note the preferred contact method on your list.
4. Introduce your business to key editors and reporters. Ask them what kinds of stories they are looking for. Regularly read their articles and watch or listen to their broadcasts to see what kinds of topics they cover.
5. Determine who in your business is best suited to be a media spokesperson. This may be the business owner, the marketing director or other key employee. Position these individuals as experts in your industry, available for interviews.
6. Before you talk to the media, prepare talking points so you will be sure to convey the proper message about your business.
7. Keep your business top-of-mind for editors and reporters by being consistent with regular outreach. (See [Recipe 2.11, Draft Press Releases](#), and [Recipe 2.12, Distribute Your Press Release](#).)



Yield:

Strong relationships with local reporters and editors who will turn to you as a resource for their stories.

Draft Press Releases

Creating press releases to send to media outlets helps to spread the word about your business.



Ingredients:

- SCORE Resources
 - a. Developing a PR Plan www.score.org/resources/columnists/rachel-meranus/developing-pr-plan
 - b. PR 2.0 www.score.org/resources/columnists/rachel-meranus/pr-20
- Online Resources
 - a. PR Newswire's PR Toolkit www.smallbusinesspr.com
 - b. How to Write a Press Release www.prlog.org/tips/1016-how-to-write-a-press-release.html
 - c. Help a Reporter www.helpareporter.com



Directions:

1. Determine the topic for your press release. This may be a new product release, a new service your business is offering, an upcoming event at your business, or a milestone such as a business anniversary or expansion. The topic should be relevant, timely and interesting. See **Developing a PR Plan**.
2. Create a press release following standardized press release format, including a headline; a short summary; a dateline; the “body” or main part of the release; the “About” section, also called boilerplate, that explains what your company does; and “Contact” information, which tells who and how to contact at your business for more information.
 - a. Start with the most important information first to increase the likelihood of your press release being read.
 - b. Use the online resources listed above to guide you through the steps.
3. Customize your press release to the reporter you are targeting, based on what you learned in **Recipe 2.10, Build Media Relationships**, about the interests of the editors and reporters on your media contact list.
4. Be sure your release includes hyperlinks to your website or other important sites.
 - a. Create a section on your website called “News” or “Media” where readers can find all your company’s press releases.
 - b. Create an “About” page on your website that tells the story behind your business, introduces you and your key managers, and explains how to contact you.
 - c. See **PR 2.0** to learn how incorporating social media and multimedia can enhance your press release.
5. Have someone else review your release for errors before sending to the media.



Yield:

An attention-getting press release that persuades reporters to contact your business and feature you in the media.

Distribute Your Press Release

Improve your chances of obtaining media coverage for your business by distributing your press release to the appropriate media.



Ingredients:

- SCORE Resource - PR 2.0 www.score.org/resources/columnists/rachel-meranus/pr-20
- Online Resources
 - a. PRLog.org
 - b. PRNewswire.com
 - c. PRWeb.com
 - d. 24-7PressRelease.com
 - e. WebWire.com



Directions:

1. Use the media contact list you developed in [Recipe 2.10, Build Media Relationships](#), to determine which reporters or editors would be interested in your press release.
 - a. Send the press release to reporters and editors using their preferred form of contact (phone, fax or email), as noted in your media contact list.
 - b. Let them know that you're familiar with the topics they cover. If appropriate, refer to past stories they've written.
2. If sending your release by email, cut and paste it in the body of the email message instead of sending an attachment. Consider maintaining a PR Contact List in your email program to send the emails. Use the "BCC" field to send the release to multiple recipients so email addresses remain private.
3. Be sensitive to reporters' deadlines and time pressures.
 - a. Newspaper
 - i. Daily newspapers: Most newspapers have a 3 p.m. or 5 p.m. deadline, so it's generally best to call in the morning.
 - ii. Weekly newspapers and trade publications: Most weeklies are published Thursday or Friday, so it's better to contact them at the beginning of the week.
 - b. Television
 - i. Noon news: Call early (between 8:30 a.m. and 10 a.m.) or after the news is off the air (after 1 p.m.).
 - ii. Evening news: Do not call after 3 p.m.; reporters are frantically editing tape for the evening program and they will not want to listen to ideas that are not incredibly time-sensitive.
 - c. Radio
 - i. All-news Radio: Deadlines are constant, so all-news radio is open to news ideas at any time of the day.
 - ii. Talk Radio: Call immediately after the show you are interested in goes off the air. Don't call before or during the program.
4. Consider using press release distribution services such as those listed in the online resources above.
5. See [PR 2.0](#) to learn how to use social media and multimedia tools to gain greater exposure for your release.
6. Be patient. You may have to send several press releases before your business receives coverage.



Yield:

Free publicity for your business in local media.

Build a Website to Grow Your Business

A business website enhances your company's credibility, increases customer awareness of your business, drives sales and can expand your reach nationally or even globally.



Ingredients:

- Webmaster or Website Design Firm
- Business Plan
- Marketing Plan
- SCORE Resources
 - a. 5 Tips on Domain Naming www.score.org/resources/5-tips/domain-naming
 - b. Rules for Writing High Impact Copy www.score.org/resources/writing-online-copy
 - c. How to Create a Great Customer Call to Action www.score.org/resources/how-create-great-customer-call-action
 - d. 10 Things Every Small Business Website Needs www.score.org/resources/10-things-every-small-business-website-needs
 - e. 10 Ways to Make Your Website Work Harder for You www.score.org/resources/website-work-harder
 - f. Tech Made Simple: Building the Perfect Website for Your Small Business www.score.org/events/workshops/tech-made-simple-building-perfect-website-your-small-business
 - g. Creating an Online Presence www.score.org/events/workshops/creating-online-presence
 - h. Building a Website www.score.org/events/workshops/building-web-site
- Online Resources
 - a. GoDaddy.com
 - b. Intuit Websites www.intuit.com/websites/business-website-design
 - c. Web.com
 - d. Yahoo Small Business <http://smallbusiness.yahoo.com>



Directions:

1. Using your **Business Plan** and **Marketing Plan**, determine your website goals. These may include:
 - a. Enhancing your business's brand and building credibility.
 - b. Helping customers find your business when they conduct online searches.
 - c. Driving sales by providing information to customers who are researching a possible purchase.
 - d. Improving customer service by providing contact information, live chat or email options for handling customer service issues.
 - e. Adding ecommerce capabilities to create an additional sales channel.
 - f. Expanding your business's reach to a national and even global audience.
2. Choose a domain name (the *www.yourbusiness.com* address that users type in when they want to find your site). It should be short, simple and relevant to your business. See **5 Tips on Domain Naming** for more information and domain name vendors.
3. Choose a Web hosting service (the company whose servers will host your site). Consider potential Web hosts' uptime (the percentage of time the site is up as opposed to "down" or not working), what type of support the host offers, whether you will have a dedicated server (just for your business), and how regularly the host backs up your data. Consider your marketing budget when making this decision. Refer to **Recipe 1.10, Set Your Marketing Budget**, for more information.
4. Select someone to create your website. If you don't have an in-house Webmaster, you can hire a website design company or use package options that include a domain name, hosting services and templates. See the online resources listed above for companies that provide package solutions.

5. As you develop your website, keep these goals in mind: Your site should be user-focused, simple to navigate, have a call to action, and be consistent with your brand and your marketing message.
 - a. See **Rules for Writing High Impact Copy** and **How to Create a Great Customer Call to Action** for more on developing effective website copy.
 - b. See **10 Ways to Make Your Website Work Harder for You** and **10 Things Every Small Business Website Needs** for tips on design and usability.
 - c. Take the online workshops **Tech Made Simple: Building the Perfect Website for Your Small Business, Creating an Online Presence** and **Building a Website** to learn more.
 - d. Ensure your business website is mobile-friendly. See [Recipe 3.12, Attract Customers on the Go With Mobile Marketing](#).
6. Once your website is up and running, promote it by putting your URL on all your printed material, including business cards, letterhead, press releases and invoices; including it in all your advertising; and sending news releases promoting your site to newspapers, broadcasters and magazines

**Yield:**

An effective business website that generates leads, enhances your brand and attracts customers to your business.

Enhance Your Website to Increase Sales

A strong Web presence is essential to the successful promotion of your business. Your website is a valuable marketing tool in building awareness of your business and attracting new customers.



Ingredients:

- SCORE Resources
 - a. Rules for Writing High Impact Copy www.score.org/resources/writing-online-copy
 - b. How to Create a Great Customer Call to Action www.score.org/resources/how-create-great-customer-call-action
 - c. 10 Things Every Small Business Website Needs www.score.org/resources/10-things-every-small-business-website-needs
 - d. 10 Ways to Make Your Website Work Harder for You www.score.org/resources/website-work-harder
 - e. How to Market With Online Videos www.score.org/resources/how-market-online-videos
 - f. 60 Second Guide – Branding with Favicons www.score.org/resources/60-seconds/brand-with-favicons



Directions:

1. Feature upcoming sales, promotions or events on your website and encourage customers to visit the site for the latest information about your business.
2. Make it easy for clients and prospective customers to visit or contact your business by including your address, phone number, map and/or directions, and email address on your website where it is easy to find.
3. Add video and photos to your website to increase visitor engagement and interaction. Have employees or customers featured in the videos and photos. See **How to Market with Online Videos**.
4. Prominently display social media icons or calls-to-action (such as “Like us on Facebook”) on your home page linking to your business’s social media accounts.
5. Use favicons (small icons that appear in the top left of the browser bar when your website displays) to enhance your online brand. See **60 Second Guide – Branding With Favicons**.
6. Consider starting a blog to provide additional content and drive traffic. See **Recipe 3.7, Create a Blog**.
7. Create an email newsletter and add a newsletter sign-up box on the home page. See **Recipe 3.9, Grow Your Business With Email Marketing**.
8. Refer to the additional SCORE resources listed above for more ideas to enhance your website.
9. Work with your Marketing Director and Webmaster to develop a process for updating your website at least once a month to ensure information is up to date.
10. Use the search engine optimization tactics in **Recipe 3.8, SEO: Increase Traffic to Your Website**.



Yield:

An updated, current and engaging website that provides prospects with the information that they need to find your business, learn about your products or services and become customers.

Engage Customers on Facebook

Facebook can be a valuable tool for connecting with customers, promoting your products and services, and generating awareness of your business.



Ingredients:

- SCORE Resources
 - a. Starting A Facebook Page www.score.org/resources/starting-facebook-page
 - b. How to Market with Facebook, LinkedIn and Twitter www.score.org/resources/how-market-facebook-twitter-and-linkedin
 - c. 12 Top Tools to Manage Your Social Media Marketing www.score.org/resources/12-top-tools-manage-your-social-media-marketing
 - d. Socially Successful - The 5 Steps to Social Media Success www.score.org/events/workshops/free-live-webinar-socially-successful-five-steps-social-media-success
 - e. Using Social Media to Grow Your Business www.score.org/events/workshops/using-social-media-grow-your-business
 - f. Savvy Social Media www.score.org/events/workshops/savvy-social-media
 - g. Social Media Overview www.score.org/resources/SCORE-Marketing-Cookbook-Resources
- Online Resources
 - a. Facebook Ads www.facebook.com/business/ads
 - b. Facebook Applications <http://facebook.com/applications>
 - c. Facebook Blog <http://blog.facebook.com>
 - d. Facebook Business www.facebook.com/business
 - e. Facebook Insights www.facebook.com/help/?page=1103
 - f. NameChk.com

Directions:



1. Set up a Facebook page for your business.
 - a. Visit www.facebook.com/pages/create.php.
 - b. Select Company, Organization or Institution and then category: Local Business or Place.
 - c. Add your business's name. (To check availability of an account name across various social platforms, use **NameChk.com**.)
 - d. Add photos and your business logo.
 - e. Determine who on your staff will maintain your business's Facebook account.
2. Drive traffic to your Facebook page by adding a Facebook icon to your website, email newsletters and other marketing communications.
3. Engage with customers and prospective customers on Facebook.
 - a. Post regularly to keep your page showing up in users' News Feeds.
 - b. Ask questions, conduct polls, and post pictures and videos to increase likes, shares and comments.
 - c. Tag customers and partners when applicable to increase your visibility.
 - d. Attract customers with special offers, discounts, rewards and promotions for liking your business on Facebook.
 - e. See the SCORE Resources **Social Media Overview**, **Starting a Facebook Page** and **How to Market With Facebook, LinkedIn and Twitter** for more ideas on promoting your business with Facebook.
 - f. Take the online workshops **Socially Successful: The 5 Steps to Social Media Success**, **Using Social Media to Grow Your Business** and **Savvy Social Media** to learn more about integrating social media tools, including Facebook, into your marketing plan.
4. Consider adding applications (apps) that Facebook provides to help users connect and share. Visit **Facebook Applications** to learn more about apps.

5. Monitor the results of your Facebook activity and adjust as needed.
 - a. Track what types of posts get the most attention, what time/s of day your posts get the best results (and the most shares), and what types of posts drive users to take action by coming in to your business, visiting your website or making a purchase.
 - b. Use Facebook's free analytics tool, **Facebook Insights**, to measure the results of your efforts and adjust your Facebook activity as needed.
 - c. See **12 Top Tools to Manage Your Social Media Marketing** for third-party tools that can help you manage and monitor your activity on social media, including Facebook.
6. Stay up to date with changes on Facebook by regularly visiting visit the **Facebook Business** page and the **Facebook Blog**.
7. Once you have established a strong Facebook presence, consider advertising on Facebook. Visit **Facebook Ads** to buy ads on Facebook, learn best practices and get started.



Yield:

A growing community of Facebook fans spreading the word about your business's products and services.

Keep Connected Through LinkedIn

LinkedIn's strong business focus makes it a valuable lead generation and marketing tool for businesses that sell products or services to business customers.



Ingredients:

- SCORE Resources
 - a. How to Market With Facebook, LinkedIn and Twitter www.score.org/resources/how-market-facebook-twitter-and-linkedin
 - b. Social Media Overview www.score.org/resources/SCORE-Marketing-Cookbook-Resources
- Online Resources
 - a. LinkedIn Company Page Frequently Asked Questions http://help.linkedin.com/app/answers/detail/a_id/1561
 - b. HubSpot's Step-by-Step Guide to LinkedIn's New Company Pages <http://offers.hubspot.com/step-by-step-guide-to-linkedins-new-company-pages>



Directions:

1. Create a LinkedIn Company Page for your business.
 - a. Designate an employee who will be responsible for maintaining your Company Page.
 - b. Visit the **LinkedIn Company Page FAQs** to learn how to start a company page.
 - c. Download **HubSpot's Step-by-Step Guide to LinkedIn's New Company Pages** for ideas on marketing with your Company Page.
2. Create a personal LinkedIn profile for yourself, including contact information, business name, website URL and more. The more information you include, the better.
 - a. Import your existing contacts into LinkedIn using your email address book. From there, you can see who your contacts' contacts are.
 - b. Use LinkedIn to ask for introductions to people you want to meet.
3. Engage with other businesspeople on LinkedIn by:
 - a. Answering other users' questions about your area of expertise in your business.
 - b. Joining relevant LinkedIn Groups for your industry and your customers' industries and participating in discussions in these groups.
 - c. Promoting your business's special offers and sales.
 - d. See the SCORE resources listed above for more ideas on marketing with LinkedIn.
4. Encourage your employees, especially those in sales or business development, to join LinkedIn as well. It will raise your company's profile and expose them to potential sources of new business.
5. Encourage customers to connect with your business on LinkedIn by adding a LinkedIn icon to your website, email newsletters and other marketing communications.

Yield:

More leads for your business, new relationships with potential partners and customers, and a growing network of LinkedIn users spreading the word about your business's products and services.



Use Twitter to Stay Top-of-Mind

Using Twitter is a great way to increase awareness of your business's products and services, drive traffic to your website and promote your company.



Ingredients:

- SCORE Resources
 - a. 10 Ways Twitter Can Help You Market Your Business www.score.org/resources/10-ways-twitter-can-help-you-market-your-business
 - b. Top Twitter Business Benefits for Non Tweeters www.score.org/resources/top-twitter-business-benefits-non-tweeters
 - c. Twitter Startup Tips for Small Business Owners www.score.org/resources/twitter-startup-tips-small-business-owners
 - d. Socially Successful – The 5 Steps to Social Media Success www.score.org/events/workshops/free-live-webinar-socially-successful-five-steps-social-media-success
 - e. Using Social Media to Grow Your Business www.score.org/events/workshops/using-social-media-grow-your-business
 - f. Savvy Social Media www.score.org/events/workshops/savvy-social-media
 - g. Social Media Overview www.score.org/resources/SCORE-Marketing-Cookbook-Resources
- Online Resources
 - a. Cotweet.com
 - b. TweetBeep.com
 - c. TweetDeck.com
 - d. NameChk.com
 - e. Twitter for Business <http://business.twitter.com>
 - f. How to Find People Using an Email Address Book <https://support.twitter.com/articles/101002-how-to-find-people-using-an-email-address-book>



Directions:

1. Set up a Twitter account. Depending on your industry and your available time, you may wish to create one account for your business and one for yourself.
 - a. Visit www.twitter.com to create an account.
 - b. To check availability of an account name across various social platforms, visit www.namechk.com.
 - c. Add your business logo as the profile picture for your business's account, or a clear, colorful headshot as the profile picture for your account.
 - d. Put your business information and links to your business website on your Twitter profile page/s.
2. Start by importing your email contacts to see whom they follow. Also search for existing customers, people you want as customers, and industry experts, and start following them. Refer to the online resource **How to Find People Using an Email Address Book** for instructions.
3. Encourage customers and prospects to follow your business on Twitter by adding a Twitter icon to your website, email newsletters and other marketing communications. (Visit www.twitter.com to download icons.) Include your Twitter handle on your business cards and as part of your email signature.
4. Engage with potential customers and partners on Twitter by tweeting (maximum 140 characters) and retweeting others' tweets. Consider:
 - a. Tweeting about promotions at your business.
 - b. Tweeting links to articles or blog posts on your business website.
 - c. Following alliance partners, media partners and other companies and organizations relevant to your business. Retweet posts relevant to your customers and prospects.
 - d. Tweeting codes for rewards or limited-time offers to your followers.

- e. Using hashtags (such as #yourbusiness, #yourproduct or #yourevent) to identify topics you're tweeting about so users can find them more easily when searching Twitter.
 - f. See the SCORE resources listed above for more ideas on marketing with Twitter.
5. Monitor the results of your Twitter activity and adjust as needed.
- a. Track what types of tweets (or retweets) get the most attention, what time/s of day your tweets get the best results (and the most retweets), and what types of tweets drive users to take action by coming in to your business, visiting your website or making a purchase.
 - b. Use third-party tools such as **Cotweet**, **TweetBeep** and **TweetDeck** to manage your Twitter activity and monitor your results on Twitter.
 - c. Visit **Twitter for Business** to keep up with new developments and tools for business on Twitter.



Yield:

A growing network of Twitter followers spreading the word about your business's products, services and expertise.

Attract New Customers With Local Search Directories

With more and more people using local search directories to find businesses, effective use of local search directories is important to increase awareness of your business and attract customers.



Ingredients:

- SCORE Resource - When Social Goes Local: Tapping the Power of Social Media to Promote Your Business Locally www.score.org/events/workshops/when-social-goes-local
- Online Resources
 - a. Ask.com Local Search www.ask.com/local
 - b. Bing Local www.bing.com/local
 - c. CitySearch.com www.citysearch.com
 - d. Google + Local www.google.com/+learnmore/local
 - e. Insider Pages www.insiderpages.com
 - f. Local.com www.local.com
 - g. Super Pages www.supermedia.com/spportal
 - h. Yahoo! Local <http://local.yahoo.com>
 - i. Yellow Book www.yellowbook360.com/internet-yellow-pages-features
 - j. Yellow Pages www.yellowpages.com



Directions:

1. Visit local search directories such as those listed in the online resources above to “claim” your listing.
2. Ensure that your listings are filled out completely and that all the information is accurate. If there’s nothing posted, add basics such as your business’s address, hours of operation and phone number.
3. Enhance your listing by adding:
 - a. A detailed description of your business using keywords that clients are likely to use when searching for you
 - b. Photos of your business, staff and products
 - c. Directions and/or map to your location
 - d. Coupons or special offers
 - e. Any other information that will appeal to customers, such as menus or upcoming events
4. Check your listings once a month to ensure that they are still current and accurate and to update any information that has changed.
5. For sites that include or link to ratings and reviews, see [Recipe 3.11, Market With Ratings and Review Sites](#), for information on monitoring and responding to reviews.
6. Take the online workshop **When Social Goes Local: Tapping the Power of Social Media to Promote Your Business Locally** to enhance your local search marketing efforts.



Yield:

Higher ranking for your business in search engine results, attracting more customers

Create a Blog

Promote your own, your company's and your employees' expertise in your industry by adding a blog to your website.



Ingredients:

- SCORE Resources
 - a. How to Market With Blogs www.score.org/resources/how-market-blogs
 - b. Jumpstart Your Blog www.score.org/resources/jumpstart-your-blog
- Online Resources
 - a. Movable Type www.movabletype.com
 - b. TypePad.com
 - c. WordPress.com



Directions:

1. Determine your goals for your blog. Do you want to become known as an industry expert, improve your website's rankings in search results, or attract more customers? Setting specific goals will help you measure results.
2. Choose one employee or contractor to take ownership of the blog.
3. Use blogging software tools such as those listed in the online resources above to set up your business blog.
4. Create a schedule for posts. Recruit blogger(s) who will post weekly to keep content fresh.
5. Engage with readers on your blog by:
 - a. Keeping blog posts concise.
 - b. Blogging about trending topics, news or current events.
 - c. Asking questions at the end of posts to solicit feedback.
 - d. Responding to comments left by readers.

See the SCORE resources listed above for more ideas.

6. Edit all comments as needed to maintain appropriateness.
7. Promote your blog by linking to it on your website, in your social media accounts and in your email signature. Put your blog URL on your marketing collateral.
8. Maximize your efforts by adding your blog posts to your LinkedIn account and Facebook page; create tweets with links back to your blog content.
9. Increase traffic to your blog by using the Search Engine Optimization techniques outlined in [Recipe 3.8, SEO: Increase Traffic to Your Website](#).

Yield:

A lively, stimulating blog that generates traffic to your website, attracts new customers and establishes you and your team as industry experts.



SEO: Increase Traffic to Your Website

Search engine optimization (SEO) means optimizing your site so that it is more likely to rank higher in users' search results. Use SEO and other marketing tactics to drive more users to your business's website and increase awareness of your business.



Ingredients:

- SCORE Resources
 - a. Search Engine 101 www.score.org/resources/hp/search-engine-101
 - b. Expert Tips – Search Engine Marketing www.score.org/resources/expert-tips-search-engine-marketing
 - c. Marketing Your Business on Search Engines www.score.org/resources/marketing-your-business-search-engines
 - d. How to Market Your Business Using Search Engines www.score.org/events/workshops/how-market-your-business-using-search-engines
- Online Resources
 - a. Google AdWords <http://adwords.google.com>
 - b. Google Analytics www.google.com/analytics
 - c. Google's Keyword Tool <http://adwords.google.com/o/KeywordTool>
 - d. Bing Webmaster Tools www.bing.com/toolbox/webmaster
 - e. Bing Keyword Research Tool www.bing.com/toolbox/keywords
 - f. Bing Ads <http://advertise.bingads.microsoft.com/en-us/search-advertising>



Directions:

1. Add appropriate descriptions, keywords and page titles to your website. Use **Google's Keyword Tool** or **Bing's Keyword Research Tool** to find keywords you can use for these purposes. Focus your content on topics and keywords that potential customers are likely to search for.
2. Add links throughout your pages to direct your audience to related content elsewhere on your website.
3. Establish reciprocal links with complementary, non-competing businesses or organizations whose customers may be interested in what you have to offer.
4. Add social media icons to your website, and post content on your social media accounts that links back to your website. See [Recipe 3.3, Engage Clients on Facebook](#); [Recipe 3.4, Keep Connected Through LinkedIn](#); and [Recipe 3.5, Use Twitter to Stay Top-of-Mind](#).
5. Consider starting a blog to provide additional content and drive traffic. See [Recipe 3.7, Create a Blog](#).
6. List your business on local search directories. See [Recipe 3.6, Attract New Customers With Local Search Directories](#).
7. Consider buying pay-per-click ads that appear when customers search for information on your type of products or services. See [Google AdWords](#), [Bing Ads](#) and [Marketing Your Business on Search Engines](#).
8. Incorporate mobile marketing to drive additional traffic to your website. See [Recipe 3.12, Attract Customers "on the Go" With Mobile Marketing](#).
9. Use the free **Google Analytics** tool and **Bing Webmaster Tools** to monitor the results of your SEO efforts and adjust as needed.
10. See the SCORE resources listed above for more ideas on SEO for your business website.



Yield:

A website that attracts new customers and raises awareness of your business.

Grow Your Business With Email Marketing

Create an email marketing campaign that promotes your business to customers and prospects.



Ingredients:

- Marketing Plan
- SCORE Resources
 - a. How to Market With Email Newsletters www.score.org/resources/how-market-email-newsletters
 - b. Email Marketing Essentials: How to Get Your Email Opened and Extend its Reach www.score.org/workshops/email-marketing-essentials-how-get-your-email-opened-and-extend-its-reach
 - c. 10 Ways to Supercharge Your Email Marketing www.score.org/resources/10-ways-supercharge-your-email-marketing
 - d. 6 Tips for More Effective Email Marketing Campaigns www.score.org/resources/6-tips-more-effective-email-marketing-campaigns
- Online Resources
 - a. FTC CAN-SPAM Information www.ftc.gov/spam
 - b. Benchmark E-Mail www.benchmarkemail.com
 - c. Campaigner.com
 - d. Constant Contact www.constantcontact.com
 - e. Deluxe.com



Directions:

1. Using your **Marketing Plan**, set objectives for your email marketing campaign, determine how email marketing will integrate with the rest of your marketing efforts, and schedule email marketing activities that support your business goals.
2. Collect customer contact information to create an email subscriber list. See **Recipe 3.10, Increase Your Email Subscriber List**, for more on developing your list.
3. Choose an email marketing service provider such as those listed in the online resources above to provide design templates, simplify the email process and help you comply with CAN-SPAM and privacy laws.
4. Read the **FTC CAN-SPAM Information** to learn more about spam and privacy laws. Create a privacy policy page on your website that explains how you protect and use customer information.
5. Determine which staff member will be responsible for creating your email marketing content.
6. Determine how often to send emails. Test to determine the frequency and times that get the best response.
7. Whether you are sending a regular email newsletter or an occasional marketing email, create compelling content that encourages your recipients to open and read your emails. Content to consider includes:
 - a. Sales or promotional offers
 - b. Useful information to help your customers do something better
 - c. News about your business, such as new hours, a new location or new merchandise
8. Include graphics, photos or links to online videos to make your emails more appealing. Be sure you have the rights to any photos you use.
9. Drive customer engagement by including a clear call to action in each email communication, along with clickable links to your website. Encourage recipients to forward the emails to others who may be interested.



Yield:

An effective email marketing campaign that attracts new customers, increases current customer engagement and builds awareness of your business.

Increase Your Email Subscriber List

By building your email subscriber list, you can increase awareness of your business and attract more customers.



Ingredients:

- Marketing Plan
- SCORE Resource - Effective Selling/Make Me Social! Social Media/Email Marketing Makeover www.score.org/events/workshops/effective-sellingmake-me-social-social-mediaemail-marketing-makeover
- Online Resources
 - a. List Building for Success www.constantcontact.com/learning-center/hints-tips/ht-2010-03.jsp
 - b. Grow Your List the Right Way <http://blog.icontact.com/blog/grow-your-list-the-right-way>
 - c. 21 Ways to Grow Your Email List That You May Not Have Thought Of www.icontact.com/blog/21-ways-to-grow-your-email-list-that-you-may-not-have-thought-of



Directions:

1. Using your **Marketing Plan**, set objectives for your email marketing campaign, determine how email marketing will integrate with the rest of your marketing efforts, and develop an email marketing plan that supports your business goals.
2. Collect names and contact information at every customer touch point to build your email list. Add the following opt-in language to all forms on which you capture this data: "By providing this information, you agree to receive email communications from [Business Name] based on the information collected. Visit [URL of your website's privacy policy] to view [Business Name] Terms and Conditions and Privacy Statements."
3. Add a simple, clearly visible email sign-up option to the home page of your website.
4. Have a sign-up sheet available or collect customer email addresses electronically during checkout.
5. Improve your email content's value to subscribers by segmenting your lists and sending targeted messages.
6. Review the resources listed above for more ideas on growing your email marketing list.
7. Update your email database each month, or before launching an email blast.
8. Track email campaign performance, including open rate, click-through rates and conversion rates, using the analytics tools provided by your email marketing service provider.
9. Refine campaign subjects, message timing and segmentation as needed to improve performance.



Yield:

A steadily growing list of email subscribers, enabling your business to effectively spread the word about your products and services.

Market With Ratings and Review Sites

With many customers going online to find businesses to patronize, it's important for ratings and review sites to be part of your marketing mix. List your business on ratings and review sites and encourage customers to review you.



Ingredients:

- SCORE Resources
 - a. How to Market With Ratings and Review Sites www.score.org/resources/how-market-ratings-and-review-sites
 - b. The 6 Golden Rules for Bad Online Reviews www.score.org/resources/6-golden-rules-bad-online-reviews
 - c. Protect Your Online Reputation www.score.org/resources/protect-your-online-reputation
- Online Resources
 - a. Ask.com Local Search www.ask.com/local
 - b. Bing Local www.bing.com/local
 - c. CitySearch.com
 - d. Google + Local www.google.com/+learnmore/local
 - e. Insider Pages www.insiderpages.com
 - f. Local.com www.local.com
 - g. Merchant Circle www.merchantcircle.com
 - h. Yahoo! Local <http://local.yahoo.com>
 - i. Yellow Pages www.yellowpages.com
 - j. Yelp! www.yelp.com
 - k. Yelp Support Center www.yelp.com/business/review_response



Directions:

1. Visit the local search directories, ratings and review sites such as those listed above to “claim” your listing. You should also visit any industry-specific or city-specific ratings and review sites that focus on your industry or your area.
2. Ensure that your listings are filled out completely and that all the information on the site is accurate. If there's nothing posted, add basics such as your business's address, hours of operation and phone number.
3. Enhance your listing by adding
 - a. A detailed description of your business using keywords that clients are likely to search
 - b. Photos of your business, staff and products
 - c. Directions and/or map to your location
 - d. Coupons or special offers
 - e. Any other information that will appeal to customers, such as menus or upcoming events
4. Encourage customers to review your business. Put signage at points of purchase asking customers to review you on key ratings and review sites. Include requests for reviews in your email newsletters and put them on your printed marketing materials.
5. Monitor your accounts and track what is being said about your business by setting up a free Google alert to notify you whenever you, your company, or your product/service are mentioned. Designate someone in your business to visit the major ratings and review sites once a day to monitor reviews.
6. Respond to negative reviews promptly without being defensive or negative. See the Yelp Support Center at www.yelp.com/business/review_response for good advice on responding to negative reviews.
7. Use positive reviews to make sales by using an RSS feed to put reviews on your business's website. Create a page for reviews that also has a call to action, special offers or deals to encourage viewers to buy.

8. Most ratings and review sites offer free tracking and analytics tools that can show you where users come from and what they do after reading a review. Use these features to assess what offers work best, where the people reviewing your business come from, where the users reading the reviews come from and which readers are most likely to convert to customers.
9. Use reviews to improve your customer service by alerting you to problems in your business that need to be addressed.

**Yield:**

Positive reviews of your business on ratings and review sites, enhancing prospective customers' opinion of your business and attracting more customers.

Attract Customers “on the Go” With Mobile Marketing

Increasingly, customers are using mobile devices such as smartphones and tablets to research products and services or look for businesses to patronize. Develop a mobile marketing strategy to attract customers wherever they are.



Ingredients:

- Marketing Plan
- SCORE Resource - Making Your Bar or Restaurant Website Mobile Friendly www.score.org/resources/making-your-bar-or-restaurant-website-mobile-friendly
- Online Resources
 - a. Gomez Mobile Readiness Test www.gomez.com/mobile-readiness-test
 - b. MobiReady.com
 - c. Mobile Web Up www.mobilewebup.com/readiness
 - d. Mobile Marketing Association www.mmaglobal.com
 - e. Mobify.com
 - f. MobiSiteGalore.com
 - g. WinkSite.com
 - h. EZTexting.com
 - i. Mobile Storm www.mobilestorm.com/go/sms/manage/sms-marketing
 - j. TextHub.com
 - k. Tiggzi.com
 - l. EachScape.com
 - m. PhoneGap.com
 - n. Google Mobile Ads www.google.com/ads/mobile
 - o. Bing Mobile Ads <http://advertise.bingads.microsoft.com/en-us/ad101-mobile-ads>
 - p. MyTMCapp.com
 - q. Yowza www.getyowza.com
 - r. The Loop Deals www.luvtheloop.com



Directions:

1. Using your **Marketing Plan**, set objectives for your mobile marketing campaign, determine how mobile marketing will integrate with the rest of your marketing efforts, and develop a mobile marketing plan that supports your business goals.
2. When developing or updating your business website, make sure the content and design are mobile-friendly.
 - a. Use online resources such as **Gomez Mobile Readiness Test**, **MobiReady.com** and **Mobile Web Up** to assess your website’s mobile friendliness.
 - b. Use online resources such as **Mobify.com**, **MobiSiteGalore.com** and **WinkSite.com** to develop a mobile-friendly website.
 - c. See **Making Your Bar or Restaurant Website Mobile-Friendly** for additional advice.
3. Ensure that your business website is optimized for local search, which often occurs on a mobile device. See [Recipe 3.6, Attract New Customers With Local Search Directories](#).
4. Make sure your email newsletter is mobile-friendly. Incorporate minimal images, simple layouts and large buttons so users can read your newsletter easily on a mobile device.
5. Develop a list of customer mobile phone numbers you can use to send text (SMS) or picture (MMS) messages directly to customers on their mobile phones. See [Recipe 3.9, Grow Your Business With Email Marketing](#), and [Recipe 3.10, Increase Your Email Subscriber List](#), for ideas on how to develop a list.

- a. Visit the **Mobile Marketing Association** website for information about mobile marketing best practices, privacy and compliance issues.
 - b. Use online resources such as **EZTexting.com**, **Mobile Storm** and **TextHub.com** to develop and manage mobile messaging campaigns.
6. Explore the options for creating mobile advertising at **Bing Mobile Ads** or **Google Mobile Ads**.
 7. If relevant, consider developing a mobile app (application) to help your customers perform a task such as placing orders or requesting more information on their mobile device. Online resources such as **Tiggzi.com**, **EachScape.com** and **PhoneGap.com** can help you build a mobile app.
 8. Use mobile loyalty tools to reward your customers. See [Recipe 4.4, Create Customer Loyalty Programs](#).
 9. Use mobile couponing apps such as **MyTMCapp**, **Yowza** and **The Loop Deals** to develop and manage mobile couponing campaigns.
 10. Update your **Marketing Plan** to reflect your mobile marketing strategy.



Yield:

A mobile marketing campaign that increases awareness of your business and attracts new and returning customers.

Use Event Marketing to Attract New Customers

Holding your own event or sponsoring another organization's event is a good way to build awareness of your business in the community and attract new customers.



Ingredients:

- Marketing Plan
- Online Resources
 - a. How to Host a Business Event www.ehow.com/how_8448421_host-business-event.html
 - b. Marketing Your Business With an Event www.sba.gov/community/blogs/guest-blogs/industry-word/marketing-your-business-with-events
 - c. Event Planning Checklist www.dignitasinternational.org/cms/content/Event%20Planning%20-%20Guidelines,%20Tools.pdf



Directions:

1. Determine whether you will hold your own event or sponsor another organization's event.
2. If hosting your own event:
 - a. Set goals for the event and determine the type of event that would best achieve them. For instance, a coffeehouse wanting to attract new customers might choose to hold a special coffee tasting event.
 - b. Determine the scope of the event. Decide if the event will include refreshments, workshops or other activities relevant to your business. See **How to Host a Business Event** for ideas.
 - c. Identify the employee/employees who will take responsibility for planning and managing the event (typically your Marketing Director).
 - d. Choose a location and date.
 - e. Plan what you will need for your event including refreshments, food, space, seating, photography or video and any permits or licenses depending on the scope of the event.
 - f. Determine costs and set a budget. Make sure to include any applicable location, promotion and catering costs.
 - g. If the scope of the event warrants, seek partners or sponsors to co-host the event with you, such as a complementary business in your area, or one of your vendors or suppliers.
 - h. Refer to the **Event Planning Checklist** to create a checklist of steps you will take to plan and prepare for the event.
 - i. Invite attendees. Depending on the type of event, this can be formal invitations, paid advertising and/or public fliers to let people in the community know about the event.
 - j. Plan promotions at the event such as marketing materials (brochures, business cards), coupons or discounts, or promotional product giveaways. Update your **Marketing Plan** to reflect these activities. See **Recipe 1.9, Create Your Marketing Plan**.
 - k. Determine how you will promote the event, using email, your business website, advertising and community outreach.
 - l. Implement a media relations plan to publicize your event to all local media. Send all appropriate media outlets a news release prior to your local event and a follow-up release after the event. See **Recipe 2.11, Draft Press Releases**, and **Recipe 2.12, Distribute Your Press Release**.
3. If sponsoring an event:
 - a. Set goals for the sponsorship and determine the events that will best achieve those goals. Events should be relevant to your business and attract a large number of the customers you are trying to reach.
 - b. Investigate the event organizer. Make sure the organization has a good reputation in the community and the event is well run.
 - c. Clarify expectations. Find out what you are expected to provide and what you will receive in return, such as your business name in advertising or on banners, and whether you can gather customer data at the event.

- d. Plan promotions at the event such as marketing materials (brochures, business cards), coupons or discounts, or promotional product giveaways. Update your marketing plan to reflect these activities.
- e. Refer to the **Event Planning Checklist** to create a checklist of steps you will take to plan and prepare for the event.
- f. See **Marketing Your Business With an Event** for more suggestions on sponsoring events.
- g. Determine how you will promote the event, using email, your business website, advertising and community outreach. Find out how the event organizer is promoting the event and if you can participate in this outreach.
- h. Implement a media relations plan to publicize your sponsorship of the event to all local media. Send all appropriate media outlets a news release prior to your local event and a follow-up release after the event. See [Recipe 2.11, Draft Press Releases](#), and [Recipe 2.12, Distribute Your Press Release](#). Find out how the organizer is publicizing the event to the media and if you can participate in their PR efforts.

**Yield:**

A successful event or sponsorship that increases your business's visibility in the community and attracts new customers and prospects.

Network for Growth

Being active in an association or local networking group is a great way to identify businesses and organizations that are potential alliance partners; those that could refer clients to your business on an ongoing basis. Networking also helps build awareness of your business and helps you establish a greater presence in your community.



Ingredients:

- SCORE Resources
 - a. Building and Maximizing Your Network www.score.org/resources/amex/networking
 - b. Use Networking to Promote Your Business www.score.org/resources/use-networking-promote-your-business
 - c. Top 10 Tips on How to Build Your Referral Network www.score.org/resources/top-10-tips-how-build-your-referral-network
- Online Resources
 - a. How to Build Business Alliances www.inc.com/magazine/20100601/how-to-build-business-alliances.html
 - b. 10 Tips for Successful Business Networking www.businessknowhow.com/tips/networking.htm
 - c. BNI.com
 - d. LeTip.com
 - e. BizNik.com
 - f. U.S. Chamber of Commerce www.uschamber.com
 - g. ASAE Directory of Associations www.asaecenter.org/Community/Directories/associationsearch.cfm
 - h. USA.gov A-Z Index of Trade Associations www.usa.gov/directory/tradeassc/index.shtml

Directions:



1. Identify key associations and networking groups where you could meet other small business owners, develop professional contacts and create alliance partnerships. Refer to the online resources above to get ideas and find groups that might be suited for you. Contact your local SCORE chapter to inquire about SCORE Business Roundtables being offered in your area.
2. Choose associations and organizations based on your goals, schedule and budget (some may charge membership fees).
3. Once you have selected groups to get involved with, take an active role. Participate in events, meetings, mixers, speaking engagements and other opportunities to meet fellow business owners who could become alliance partners.
4. Be proactive. Set goals for what you want to achieve by participating in each group, and create a networking action plan to help you work toward those goals at every meeting or event.
 - a. Determine the key decision-makers and influencers within each prospective alliance partner. Create a spreadsheet to track contact information and notes from your interactions. Using the spreadsheet, work to identify the mission of each potential partner and how you might work to provide referral business to one another.
 - b. Identify the product/service offerings that might appeal to targeted alliance partners based on their customers' or members' needs.
 - c. Send an email to each prospective alliance partner to introduce your business. The email should request an appointment to discuss partnership opportunities and how your business's products or services can be of use to their members or customers.
 - d. Once an appointment is secured, take your brochures and any other marketing collateral you feel will help present the value of your business to the potential partner. Develop 2-5 talking points to help convey the value of an alliance partnership with your business to specific types of businesses or organizations. Be sure to identify the benefits of your products or services to the potential alliance partner's customers or members.
 - e. Describe the benefits the organization gains by referring people to your business. Emphasize the clear

win-win for both parties.

- f. Send a personal thank-you note on your letterhead or in a card immediately following the meeting.
5. Develop a plan for each formed alliance specifying deliverable services, key partner contacts, the development of alliance collateral, a schedule for follow-up with key partnership personnel and monitoring of success.
6. Review your progress each quarter and evaluate the results of your participation in each group. Adjust your networking plan and your participation in different groups to continuously improve your referral building process.

**Yield:**

Increased visibility in your community and ongoing alliance partnerships that refer a steady stream of customers to your business.

Attend Trade Shows and Events to Attract New Customers, Vendors and Partners

Promote your business by attending trade shows and other events where prospective customers, vendors and partners congregate.



Ingredients:

- Marketing Plan
- SCORE Resources
 - a. Advertising Your Business www.score.org/events/workshops/advertising-your-business
 - b. Drive Media Interest at a Trade Show www.score.org/resources/drive-media-interest-trade-show
 - c. Trade Show Marketing www.score.org/resources/trade-show-marketing
- Online Resources
 - a. TSNN.com
 - b. EventsinAmerica.com
 - c. EventsEye.com



Directions:

1. Determine your goals for trade show attendance, such as obtaining sales leads, meeting potential strategic partners or finding new products for your store.
 - a. Use the online resources listed above to create a list of trade shows, exhibitions and conferences at which you could benefit by exhibiting or attending.
 - b. Decide whether you will attend as an exhibitor or an attendee.
2. Determine costs and consider your marketing budget. Refer to [Recipe 1.10, Set Your Marketing Budget](#), for more information.
3. If exhibiting:
 - a. Secure booth space well ahead of time. Ensure that your booth is properly. See [Recipe 2.9, Working With Designers and Agencies](#), should you need to develop trade show displays.
 - b. Refer to the SCORE resources above for guidance in planning your exhibition.
 - c. Find out what resources trade show management offers to help exhibitors, such as media lists, a website for posting exhibitors' news, and special packages and pricing with service providers.
 - d. Ask trade show management about their PR plans and see if your company can be mentioned as an exhibitor or included in marketing materials.
 - e. Consider advertising in the show editions of industry trade publications.
 - f. If launching a new product or service at the show, develop a calendar of tasks to complete prior to the launch, including finalizing the launch press release and marketing materials, producing graphics or product photos, securing customer testimonials and performing media outreach.
 - i. Obtain the trade show media list and consider previewing your product for select journalists ahead of the event.
 - ii. Create a product page that can be updated quickly and easily. Populate the page with information about the launch, including marketing materials, the official launch release, photos, fact sheets and a link to encourage further communication.
 - g. Staff the booth with employees who can promote your business to attendees.
 - h. Have your business's marketing collateral on hand to distribute to attendees, including brochures and business cards.
 - i. Collect business cards from attendees and follow up after the event.



4. If attending:
 - a. Register ahead of time.
 - b. Obtain information about trade show or event layout, exhibitors, events and other attendees. Plan a strategy for achieving the goals you set for the show.
 - c. Bring plenty of marketing collateral and business cards to distribute to prospective clients, customers and partners you meet.
 - d. Collect business cards and follow up with leads within two weeks after the show or event.
5. Update your **Marketing Plan** to reflect your trade show strategy.

Yield:

Greater visibility for your business in your industry and new client, vendor and partner relationships.

Create Customer Loyalty Programs

Loyal customers become a growth engine for your business, referring other customers to you and creating a pipeline to new business. Create loyalty programs to encourage repeat business and retain customers.



Ingredients:

- Marketing Plan
- SCORE Resource - Customer Loyalty 3.0: How to Avoid Getting Customer Loyalty and Social Media Backwards www.score.org/workshops/customer-loyalty-30-how-avoid-getting-customer-loyalty-and-social-media-backwards
- Online Resources
 - a. Facebook for Business www.facebook.com/business/resources
 - b. Foursquare for Business <http://business.foursquare.com>
 - c. SCVNGR.com



Directions:

1. Evaluate your options for customer loyalty programs and determine the ones that best fit your business and your customer base. Options include:
 - a. Loyalty or rewards cards: These can be as simple as paper punch cards with “buy X and get one free” or plastic, bar-coded cards that track customer data.
 - b. Location-based check-in services: Services such as Facebook, Foursquare and SCVNGR offer tools you can use to reward customers when they “check in” at your store or location with their mobile phones. They are effective for retailers, restaurants, food-service businesses and other local product-oriented businesses. Visit the online resources above to learn more about using these tools.
 - c. Discounts and special offers: Offer discounts for customers when they purchase a certain amount of product over a certain time, buy in bulk, or buy a certain number of times.
 - d. Events: Hold special events for your best customers where they have access to exclusive products or services, get to shop in a special environment, or are honored by your business. See [Recipe 4.1, Use Event Marketing to Attract New Customers](#).
 - e. Giveaways: Giving gifts with purchase or gifts on a special day such as a birthday or anniversary of first purchase is a good way to encourage loyalty.
 - f. VIP Group: Create an “insider” group of loyal customers who receive special advance notice of things you are planning or thinking about, such as a possible new product line or new location. Ask for their feedback.
 - g. Personal contact: Whether by email, phone calls or old-fashioned thank-you notes, keep in regular contact with existing customers to see how you can better serve them and keep your business top-of-mind.
 - h. Take the online workshop **Customer Loyalty 3.0: How to Avoid Getting Customer Loyalty and Social Media Backwards** to get more ideas for loyalty programs.
2. Determine a budget for your loyalty program.
3. Update your **Marketing Plan** to reflect your loyalty program efforts.
4. Educate your employees about your loyalty programs and how to implement them.
5. Regularly assess the results of your loyalty programs and adjust as needed.



Yield:

A successful loyalty program that drives repeat business and builds your base of loyal customers.

Celebrate Small Business Week and Small Business Saturday

Holding a celebration or promotional activities during the U.S. Small Business Administration's Small Business Week and/or American Express OPEN's Small Business Saturday can attract media and community attention to your business. It's also a great way to thank your customers for supporting your small business and helping your community thrive.



Ingredients:

- Marketing Plan
- Online Resources
 - a. National Small Business Week website www.nationalsmallbusinessweek.com
 - b. 2013 Small Business Week Award Nominations www.sba.gov/content/2013-small-business-week-award-nominations
 - c. 2013 National Small Business Week Guidelines www.sba.gov/sites/default/files/2013%20SBW%20Guidelines.doc
 - d. Small Business Saturday website www.americanexpress.com/us/small-business/Shop-Small



Directions:

1. Determine how best to celebrate Small Business Week and Small Business Saturday. This could be an event, promotional campaign, or public recognition of your successful small business customers and clients.
2. Choose a date for the event, promotion or recognition program that falls within **National Small Business Week** (typically the third week in May) or on Small Business Saturday (between Black Friday and Cyber Monday). Visit the **National Small Business Week** and **Small Business Saturday** websites to learn more about these celebrations and how you can relate your business to these events.
3. If holding an event, refer to **Recipe 4.1, Use Event Marketing to Attract New Customers**.
4. If creating a promotional campaign, determine the best means to promote Small Business Week in your marketing and advertising. Refer to and use the marketing resources available at the **Small Business Saturday** website. Also see **Recipe 2.1, Create Marketing Collateral**; **Recipe 2.4, Place Print Ads**; **Recipe 2.5, Buy Radio or TV Ads**; and **Recipe 2.7, Run Direct Mail Campaigns**.
5. If recognizing small business customers and clients, consider how to honor them.
 - a. Consider nominating a client for a Small Business Week Award. See **2013 National Small Business Week Guidelines** and **2013 Small Business Week Award Nominations** for more information.
 - b. Other options include creating client case studies of successful customers you have helped, honoring successful clients at an awards event, or hosting a customer luncheon. See **Recipe 2.3, Create Client Case Studies**, and **Recipe 4.1, Use Event Marketing to Attract New Customers**.
 - c. For Small Business Saturday, consider creating a client list of small business customers and encouraging small business clients to support one another.
6. Update your **Marketing Plan** to reflect your marketing activities for your Small Business Week or Small Business Saturday event, promotional campaign or recognition program.
7. Implement a media relations plan to publicize your event, promotional campaign or recognition program to all local media. Send all appropriate media outlets a news release prior to Small Business Week or Small Business Saturday and a follow-up release afterwards. See **Recipe 2.11, Draft Press Releases**, and **Recipe 2.12, Distribute Your Press Release**.



Yield:

A successful Small Business Week or Small Business Saturday activity that raises awareness of your small business in the community.

Use Cause Marketing to Support Your Brand

Associating your business, products and services with a good cause can boost your profile and make prospects and customers more inclined to buy from you.



Ingredients:

- Online Resources
 - a. How to Partner With a Nonprofit Organization www.sba.gov/community/blogs/community-blogs/small-business-cents/how-legally-partner-with-non-profit-organization
 - b. FTC Charity Guide www.consumer.ftc.gov/articles/0074-giving-charity
 - c. IRS Exempt Organizations Select Check www.irs.gov/Charities-&-Non-Profits/Exempt-Organizations-Select-Check
 - d. Charity Navigator www.charitynavigator.org
 - e. Better Business Bureau Charity Complaints and Reviews www.bbb.org/us/Charity-Complaints



Directions:

1. Determine potential causes that your business could support. Visit the **FTC Charity Guide** and the **IRS Exempt Organizations Select Check** to find charitable organizations.
 - a. Look for causes that are related to your business and your customers' interests. For instance, a children's clothing boutique could support children's causes.
 - b. Consider whether you want to support a local organization or a national organization. If most of your customers are local, you may want to choose an organization in the community. If you sell online to a regional or national market, you may want to focus on a national cause.
2. Research the organization. Go online and talk to your network of contacts to see what kind of reputation the group has. If you will be donating money, find out how much of the funds raised actually go to help clients of the organization. Use the online resources above to investigate organizations.
3. Decide how you will support the organization based on your goals, the organization's needs and your time and resources. Support could take the form of volunteering at the organization, contributing money to the organization, or donating a percentage of sales from certain products or services to the organization.
4. If you plan to donate funds or donate a percentage of the purchase price of certain products or services to a cause, discuss this with your accountant to ensure you will not face tax issues or liability. See **How to Partner With a Nonprofit Organization** for more information on legal and tax issues.
5. Publicize your involvement with the cause.
 - a. Make sure customers know about your support of your chosen cause by promoting it in your marketing materials, on your website, via your social media accounts, in your email newsletters, in store signage or on packaging for cause-related products. Update your **Marketing Plan** to reflect these activities.
 - b. Promote your involvement via public relations as well. Write and distribute press releases to let the media know about your affiliation with the organization and any events or activities. See **Recipe 2.11, Draft Press Releases**, and **Recipe 2.12, Distribute Your Press Release**.
 - c. If you sponsor or donate to an organization, find out what type of publicity they will offer you in return. Will your business be promoted in their marketing materials or listed as a donor?



Yield:

Strong relationships with charitable organizations relevant to your business and increased sales from customers who care about these causes.

Host an Anniversary Event

A celebration held in conjunction with the anniversary of your business or is an excellent opportunity to connect with new and existing customers and partners while building awareness of your business in the community.



Ingredients:

- Marketing Plan
- Online Resources
 - a. Business Anniversary Celebration Ideas www.ehow.com/list_6130273_business-anniversary-celebration-ideas.html
 - b. Things to Do to Celebrate an Organization's Anniversary <http://smallbusiness.chron.com/things-celebrate-organizations-anniversary-26357.html>
 - c. Event Planning Checklist www.score.org/resources/SCORE-Marketing-Cookbook-Resources



Directions:

1. Define the scope of the event. Decide if the event will include a meal or refreshments, workshops or other activities relevant to your business. See **Business Anniversary Celebration Ideas** and **Things to Do to Celebrate an Organization's Anniversary** for ideas.
2. Identify the employee/employees who will take responsibility for planning and managing the event. This is typically your Marketing Director.
3. Choose a date and location. If your place of business isn't suited for hosting, make sure the location has enough room for the planned activities.
4. Determine costs and set a budget. Make sure to include any applicable location, promotion and catering costs.
5. If the scope of the event warrants, reach out to local community partners to participate in or sponsor the event.
6. Refer to the **Event Planning Checklist** to create a checklist of steps you will take to plan and prepare for the event.
7. Determine how you will promote the event, using email, your business website, advertising and community outreach. Update your **Marketing Plan** to reflect your promotions for the event.
8. Implement a media relations plan to publicize your event to all local media. Send all appropriate media outlets a news release prior to your local event and a follow-up release after the event. See **Recipe 2.11, Draft Press Releases**, and **Recipe 2.12, Distribute Your Press Release**.



Yield:

A successful anniversary event that increases your business's visibility in the community and attracts new customers and prospects.

Marketing Strategy Assessment Worksheet

Use this worksheet to determine which recipes are right for your business. Write the recipe name or number in the strategy box at the top. Review each of the questions on the left, answer yes or no and provide details supporting your answer. You should only proceed with a strategy if you can answer yes to all questions. Need help? Get free assistance from a SCORE mentor at score.org/mentors.

	STRATEGY:	STRATEGY:	STRATEGY:	STRATEGY:	STRATEGY:
Will this help achieve my goals?					
Will this reach my target customer/s?					
Does this fit my budget					
Do I have the necessary staff? (this includes paid vendors or contractors)					
Can I commit the time required? (consider long-term commitment if applicable)					

SCORE Contact Information

List information about your SCORE Mentor and local chapter below.

My SCORE Mentor

Name: _____

Email: _____

Phone: _____

My SCORE Chapter

Name: _____

Website: _____

Phone: _____

SCORE Online Resources:

Website: www.score.org

Online Mentors: www.score.org/mentors

Find a Chapter: www.score.org/chapters-map

Webinars and Workshops: www.score.org/onlineworkshops

Free Business Resources: www.score.org/resources

Featured Resources: www.score.org/features

Let **SCORE** Help You for the Life of Your Business

BUILD · GROW · THRIVE

Free and Confidential
Business Mentoring

Local Workshops

Online Expert
Resources

Visit us at www.score.org
now to find out more
about SCORE. Or call
1-800-634-0245.



SCORE  TM

FOR THE LIFE OF YOUR BUSINESS

WWW.SCORE.ORG