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## **MARKETING BASICS FOR THE SMALL BUSINESS**

The essence of marketing is to understand customers' needs and develop a plan that surrounds those needs. Let's say if one has a business one has a desire to grow it. The most effective way to grow and expand business is by focusing on organic growth.

Four different ways to increase organic growth include:

- Acquiring more customers;
- Persuading each customer to buy more products;
- Persuading each customer to buy more expensive products or up selling each customer;
- Persuading each customer to buy more profitable products.

All four of these increase revenue and profit. The first is to acquire more customers, because it acquires more customers and revenues than come from a larger base.

Marketing to acquire more customers includes:

- Spending time researching and creating a strategic marketing plan.
- Guiding of product development to attract customers.
- Pricing products and services competitively.
- Developing of message and materials based on solution marketing.

### **The Importance of a Target Market in Small Business**

When it comes to customers keep in mind the importance of target marketing. The important reason is that only a proportion of the population is likely to purchase any products or service. By taking time pitch sales and marketing efforts to the correct niche market will be more productive and not a waste of efforts or time.

It's important to consider virtual segmentation by selecting particular verticals to present offerings. Those verticals will have the particular likelihood of purchasing products and services. Again, this saves from wasting valuable time and money.

## **Small Business Marketing and Large Business Marketing are Different**

A small business has limited marketing budget. The most effective way to market a small business is to create a well rounded program that combines sales activities with marketing tactics. Sales activities will not only decrease out-of-pocket marketing expense but it also adds the value of interacting with prospective customers and clients. This interaction will provide with research that is priceless.

Small businesses typically have a limited marketing budget if any at all. It just means such business must be a little more creative. For launching a marketing campaign a boss must:

- Call vendors or associates and ask them to participate in co-op advertising.
- Take some time to send existing customers' referrals and buying incentives.
- Use free media services. It positions the boss as an expert in some field.

Invite people into the place of business by piggybacking onto an event.

## **Getting Started with Small Business Marketing**

By being diligent in marketing and creating an easy strategy such as holding accountable to contact ten customers or potential customers daily five days a week business grow at an exceptional rate. The great thing is it will not take a large marketing budget to make it happen.