Marketing 101: Tips and Tricks for Marketing Small Business

Prospecting for new clients, growing your existing customer base, and expanding your services are imperative to building your business. As a D&H Partner Services benefit to you, here are some tips and tricks for marketing your business.

Prospecting for new business… it is one of the most efficient ways to grow your client base proactively and word-of-mouth has always been a great way to drum up new business. Offer an incentive to your existing clients for any referrals that they provide for you. Take it one step further and leave copies of your customized D&H Partner Services template with your existing clients for them to hand out to any businesses to which they are referring you. You will be starting off your relationship with a prospective new client on the right foot- both with a referral from someone they trust and a sleek looking handout with your contact information on it.

Not sure what all of this D&H Partner Services chatter is about? Partner Services is a FREE web resource for US customers of D&H that is designed to help provide you with marketing support and advertising collateral through vendor resources & customizable templates that you can repurpose for your clients.

Our Marketing 101 Tips and Tricks of the month are brought to you by: