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.

1. When was the last time you spoke with your customer? Have you checked in on them lately or do you wait until they call with a problem or a need? Schedule follow up reminders in your calendar to check on how your last integration or update with them went.

2. Are you part of an organization in your community that you can start to drop off business cards? Or, include your business contact information with any email correspondence you have. Maybe it's time to add a tagline that encapsulates what you can do "IT Pro serving the technology needs of small businesses and organizations".

3. Do you have a business logo or brand that you can include in your estimates, quotes and/or proposals? Even if you don't have anything elaborate, something as simple as changing the font style and size or color in your typeset business name can make a difference; including your business tagline here serves as reinforcement for your services and offerings.

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: