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. Be sure to explain the “why” behind your business as often (if not more!) as you explain the “what”. Make sure your clients have a clear understanding as to why your company is the best fit for their needs as opposed to your competitors. Differentiating yourself is key to obtaining a loyal and growing customer base.

2. Truly understand who your target clients are, what their situations and challenges are and then offer a solution. Lead into a conversation with a clear message as to how you can help them overcome their challenges. Once you have their attention, you can delve into different options and more specific details.

3. Keep tabs on your client’s industry. What current events are taking place? What are some different technologies that may be relevant to your expanding client base? Knowing some of this information can serve as ice breakers or solid reasons to reach out to your clients to potentially identify an opportunity for incremental business for you.

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: