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. Monitor what is being said about your business online through social media. You do not need to invest in expensive software to do so, just spend a few minutes scanning Twitter, Facebook, Yelp, etc. for any conversations that may be happening online about your business. If you find something- good or bad- it's a great opportunity to engage with the client and instill confidence in them about you.

2. Encourage open dialogue with your clients. Learn the specifics of what they are looking for from you, expecting from you, etc. This is a great opportunity to receive feedback on your service and also to further develop your relationship.

3. Have a website? Make sure you are keeping content fresh. Spend some time updating anything that is stale and provide your clients with a reason to check back in the future. Need help? The D&H Partner Services team is here to help. Let us know what it is you need and we can work together to find the solution.

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: