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.

It's always great to have a reason to pick up the phone or make an office visit with your clients. It can help you prospect for new clientele and expand your existing customer base.

Do you have a list or database of your existing clients or businesses that have purchased from you in the past? What about an active lead list? Start sending some "news" or "updates" about what you are up to, any new product lines you're offering, or technologies of which they should be aware. It doesn't need to be long, but something simple on the latest line of products that you have checked out and how that can help their business.

Keeping in consistent contact with your clients and your prospects keeps your business top of mind for them and increases the probability that you will be the one they call when they are ready to act. While you're at it, utilize the resources available to you in the Partner Services Vendor Resources to spruce up your communications with product images, logos, and more!

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: