

# 12 Secrets Every Small Business Owner Needs to Know In Order To Create Successful Marketing

At [Small Business Big Marketing](#) we are passionate about ensuring that any marketing activity a small business undertakes produces exceptional results and exceeds all expectations. To do this you need to be aware of the pitfalls and understand that there are a large number of variables that need to be controlled in order to make for effective marketing communications.

In the list below are **12 secrets every small business owner must know** before undertaking any marketing activity.

So, here they are in no particular order.

## 1. Beware of advertising

If I had a dollar for every small business owner that said his or her advertising just isn't working I'd be an even richer man. Advertising can be dangerous...yes it can be very good...but it needs to be done well. Before signing up for that advertising package, consider all the other marketing options available to your business, clearly identify what it is you're trying to achieve and then make a more informed decision. Starting at page 7 of my book [Cha-Ching!](#) I have devoted an entire chapter to helping you create advertising that actually works.

## 2. A 12-month marketing activities plan is essential

This doesn't mean everything you do from a marketing perspective is set in stone for the coming year, but it does mean that you have a plan that you can work to that takes in to account seasonality, buyer behaviour, budgets and objectives. Starting at page 157 of [Cha-](#)

[Ching!](#) there's a chapter on how do this properly.

### **3. Make promises and keep them**

So obvious that it's become a secret! What a great way to create word-of-mouth...and free!

### **4. Make every dollar you spend accountable**

Decide whether you want to feed your ego or your family. Sexy, expensive image-building campaigns might win you an award, but, with rare exceptions they don't put money in your bank or food on your table ... at least at the level small businesses can afford. So, drive your branding efforts with free PR in the early days and spend your money on measurable direct-response marketing that delivers X dollars of revenue for every dollar spent on marketing. Things like Google Adwords and making time sensitive offers are much more accountable than just working on getting your name out there.

### **5. Understand how your customers would like to be treated**

Understand their values, needs and expectations. What problems do they have that your product or service can solve. And then go about developing clear, succinct marketing communications that leave no doubt in their mind that you are their knight in shining armour.

### **6. Realise that marketing isn't the panacea for all business problems**

Marketing can do many things...done well it can even turn a struggling business around. That said, all small business owners need to be very, very clear on what it is they expect from their marketing efforts. To this end, a great practice to get in the habit of is to ask yourself this... "By embarking on a particular marketing campaign what outcome am I looking for? How will I judge the success of my efforts?" Is it sales,

customer enquiry, list-building, brand awareness? There are many outcomes marketing can produce...you just need to know which one(s) you're wanting. Once you start doing this, you'll be able to benchmark your ideas and see which ones work more effectively and why.

## **7. Avoid competing on price**

History shows that competing on price leads companies performing worse over time. Competing on price forces marketing budgets to increase and margins to decrease. New companies are better off competing on service, quality or some other dimension that demonstrates good value to the potential buyer. Starting on page 154 of my book [Cha-Ching!](#) you can learn how to avoid being reliant on cheap pricing.

## **8. Low prices aren't a guarantee of sales success**

One of the most expensive myths in marketing is that lower price produces higher volume. That might be true for coal or gasoline, but not for most businesses. Lower price means, well, ask yourself: do you always eat at the lowest price restaurant? Buy the lowest price clothes? Do you drive the lowest priced car? Pricing is your best statement of value.

## **9. Do less**

One of the most tempting aspects of marketing is the veritable smorgasbord of different marketing tactics that you can toss into a marketing plan. It's almost overwhelming. Many marketing professionals make the very understandable mistake of believing that more is better. But they're wrong.

You will be vastly more successful if you do less, but do them better.

Pick 3-4 marketing tactics that you think are really going to be valued by your audience and drive the behaviour / action you're looking for. Then, figure out how you can do them in an extraordinary way.

100% consistency. 100% relevancy. Do less. But do them better.

[Cha-Ching!](#) is full of over 50 marketing ideas for small businesses to act on immediately.

## 10. Less is more

In today's cluttered world, your customers are being bombarded with thousands of messages every day. In order to rise above the noise level, you need to capture their attention immediately and then hold it while giving them your pitch. You must be able to deliver your message, if necessary, in 25 words or less. Include your main feature and the main benefit in the message. If you hook the potential customer, they will gladly ask you for more information. Starting on page 216 of [Cha-Ching!](#) you'll learn how to write compelling copy that resonates with your customers.

## 11. We don't like to be sold

If we did, we would spend all our free time in car dealerships. Instead, people want to be informed, we want to be educated. You'll find your best customers are those you educate about your product or service and who then decide to purchase it because it is a good fit for them. Prospects who buy your product or service but are not educated about your offering will be disappointed. They will not be return customers. Worse, they will tell others how they got 'sold' by you. In the Internet age, this can quickly be especially destructive to your business.

## **12. Invest time in your customers' feedback**

Invest quality time in eliciting and responding to your customer's feedback, even if it's negative. It's the secret to building a network of evangelists who keep on giving back to your business. Page 98 of [Cha-Ching!](#) explains how to go about asking your customers for feedback.

**Having read the above 12 secrets that all successful small business marketers should know, you're now ready to create a marketing campaign for your business that is in a much better position to achieve the results you're looking for. And if that's not enough, [CLICK HERE](#) to find out all about [Cha-Ching!](#)...It contains 50 (maybe more!) marketing ideas for your business.**