

Small Business Marketing Specialist Tim Reid inspires small business owners with these 49 simple yet effective ideas that will get their business booming and allow them to get on with what they do best.

Cha-Ching!

*The Sweet, Sweet Sound
Of Small Business Marketing That Works*



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There was a blind man sitting on the steps of a building with a hat by his feet and a sign that read: "I am blind, please help."

A kind soul was walking by and stopped to observe. He saw that the blind man had only a few coins in his hat. He dropped in more coins and, without asking for permission, took the sign and rewrote it.

He returned the sign to the blind man and left. That afternoon the would-be sign writer returned to the blind man and noticed that his hat was full of bills and coins.

The blind man recognised his footsteps and asked if it was he who had rewritten his sign and what he had written on it.

The person responded: "Nothing that was not true. I just wrote the message a little differently."

The new sign read:
"Today is Spring and I cannot see it."



Sometimes we need to change our approach.

INTRODUCTION

Hello and welcome to what I hope is a book that changes your view on marketing your small business. I have written it with a view to inspire all small business owners around the world who find themselves caught up in all facets of their business with very little time to enjoy what it is they set out to do.

Although this book won't relieve you of all those mandatory duties that come with running a small business such as employing staff and keeping the books...it will make the marketing and promotion of your business a whole lot simpler and easier...and most importantly, more profitable.

You see, I think Marketing is best defined as simply being THE QUICKEST WAY TO A SALE.

Sure, there are many more complicated and academic definitions, but I like this one because at the end of the day making that sale (and lots of them) is why we're in business...Cha-Ching!

To this end, the ideas listed here are all aimed fairly and squarely at helping you increase the rate of sales in your business. Nothing more...nothing less. They are intended to be practical, effective, and relatively simple to implement as well as easy on the hip pocket.

If you find yourself looking at some of them and thinking, "That's been done before", well you may well be right, although I would also like to think there's some new thinking here that will also inspire you. In fact, I'm sure there is.

That said, the magic of your marketing success is not just in the identifying of the right idea for your business (although that's incredibly important)...it's in the actioning of it. I believe our success in business is directly related to our willingness to try new things as well as look at old problems from a new perspective...constantly.

Action creates reaction!

So, before you roll your sleeves up and get stuck in to this treasure trove of marketing goodness, there are a few things to keep in mind that will ensure you get the biggest bang for your buck when using this book.

There are many ways to use Cha-Ching! One way is to read it from start to finish and then slavishly apply each idea in order. However, this would be both time consuming and probably not the most effective way for your business. Experience and feedback from the many people who have benefited from it tells me that the best thing to do is read each of the brief descriptions at the start of each idea (eg. 1. Become a media spokesperson), choose two or three that really resonate with you (those ideas where you think “Yeah, I could do that”) and then start to develop a plan that allows you to implement them in your own time and style.

Another key thing to remember is that this toolkit has been written with the general target audience of Small Business Owners in mind. I haven’t written specifically for owners of service businesses or product-based businesses. Nor has it been written with any particular category in mind. It’s been written for blue collar and white-collar small businesses...those with shop fronts and those out on the road as well as those operating from their lounge room and plush offices. This means that some ideas, if taken literally, will seem not applicable. For example, if an idea is based on store presentation then does that mean it doesn’t apply to businesses without a shop? Absolutely not. The challenge is to read and absorb the idea and then ask how it could be applied to your business.

It’s also important that you spend time sitting with an idea...There’s no doubt that some will jump off the page and you’ll be thinking they’re no brainers. However, there are others that may need some thinking time. Before writing those off as being too hard or not appropriate, give them the overnight sleep test - you just may have a revelation that allows you to do it differently as described with even greater success.

At the end of each idea is a series of questions that prompt you to evaluate the idea in terms of your business. Specifically it asks you to list three reasons why each idea would be a worthwhile marketing idea for your business. And then three reasons why it wouldn’t work. If the idea still stacks up, then it suggests starting your TO DO list to get the idea underway immediately. In fact, I’ve already done this for you.

I’ve also created a section of my website (www.SmallBusinessBigMarketing.com) where you will find an extensive library of useful links that will help you to bring any of these ideas to life...the exclusive link for those that have purchased the book is <http://www.SmallBusinessBigMarketing.com/Cha-ChingCompanionPage>

One last tip is to remember that great marketing on a budget is all about momentum...It’s about having as many balls in the air at one time as is feasible for your business, knowing that many of those balls (the ideas) may well fall to the ground with a whimper, but also knowing that there will be some that prove to be the best marketing initiatives you’ve ever undertaken. I hope you experience much more of the latter!

Do each one of them to the best of your ability, keep your precious customer at the forefront of your mind at ALL times and you’re well on your way to being the envy of your competition and having your business booming.

INTRODUCTION

Now, take a read of the following business building ideas, choose a few that sit comfortably with you and then act on them...NOW. It's time to make some money.

Cha-Ching!



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P.S. To keep that flow of fresh marketing ideas coming and here interviews with other small business owners about their marketing efforts be sure to download my [Podcast](#) - Simply look it up on iTunes under Small Business Big Marketing.

-1

ADVERTISE

OK...let's get this one on the table first...but not as an idea...more as a warning. I have a real problem with small businesses advertising in big mediums such as late night TV, radio, newspapers, magazines and outdoor. In fact, I also have a problem seeing them advertise in small mediums as well.

Now, this is a huge generalisation, and maybe a bit naïve of me to say. However, I worked in the thick of the advertising industry for 15 years and saw millions and millions of dollars wasted. I also saw large amounts of money work to good effect however it was after a mountain of hard work, a bunch of clever people and a pinch of luck.



You see, I have a number of problems with small businesses forking out significant amounts of money for advertising:

1. Relative to other marketing opportunities, advertising is expensive;
2. You can burn a lot of money very quickly;
3. The right advertising medium needs to be well chosen in order to avoid wastage (ie. The amount of people seeing your ad that will never have the intention of buying from you);
4. Results tend not to come from running just a couple of ads...advertising seems to work best with higher frequency / repetition;
5. Advertising results are difficult to measure unless you include firm offers in your ads ie. Mention this ad and get 10% in May...A famous ad exec was once heard saying that "Fifty percent of my advertising is working...I just don't know which fifty percent!";

-1 ADVERTISE

6. Generally speaking, anywhere there are ads there's lots of them...It's a crowded market place. This means standing out from the pack is critical and this is easier said than done;
7. Advertising is often sold to uninformed small business owners by sales reps who really don't understand the concept of owning a small business...they are simply driven by their monthly targets;
8. There's so many variables involved in getting your advertising right including what to advertise in, when to advertise in it, if its print advertising then what section should I be in, if it's radio or TV then when and what programs and here's the really big ones...What should I say and how should I say it? More on this point later in the book, suffice to say that any great marketing initiative requires a compelling message told in the right medium.



You see, advertising can be great for the big guys...Those large companies that can employ copy writers, art directors, researchers, strategists, designers, media planners and so on. With this kind of firepower the chances of an advertising campaign working are much higher...but even then, extraordinary amounts of money can be wasted. I've seen it happen!

I've also seen it work for the smaller guys...but my observation has been that it works for the small businesses only if they have the courage to stand out from the crowd...to create advertising that is strategically different (this doesn't mean silly), provides a clear point-of-difference and is compelling. The businesses that decide to simply list product features, to use their business name in the headline, to offer no call to action or use poor design are simply setting themselves up to fail.

I once worked with a well-known Creative Director at a large multi-national agency and asked him what the first thing advertising had to do to succeed. His answer? ENTERTAIN.

Now this may seem a little luxurious..."I'm not here to entertain!" I can hear you say. "I'm here to make a buck." Afterall, I assume you're a small business owner with a very modest marketing budget. However, I think a great way to look at advertising is to look at it from the eyes of a consumer...not as an advertiser. In the eyes of a consumer, advertising is generally a

-1 ADVERTISE

pain in the you know what. TV ads interrupt our favorite show...Radio ads stop us from hearing that next song or talkback discussion. Magazine ads interrupt our reading. And outdoor ads get in the way of the landscape.

Don't get me wrong; I'm not saying advertising should not exist...IT MUST EXIST! It's the advertisers that allow the networks and publications to provide the content that we all watch, listen to and read on a daily basis. I'm just saying BEWARE, as you can find yourself spending a lot and not getting a lot back in return.

Earlier this year I had the need to replace a pane of glass in my home...young boys and stones just don't go together! I called my local Glazier (who I found online) who promptly came around and replaced it. I got talking to him about his marketing and what he did to build enquiry...unbeknownst to me, quite a hot topic for him. He began telling me how he was about to begrudgingly pay \$15,000 for a full-page colour ad in the local printed directory. Now, this is a one-man show Glazier...not a big company and \$15,000 is a lot of glass! Amazed, I commented that he must get a lot of business from this ad, only to find that this wasn't the reason for such the big spend. You see, by having the full-page colour it puts him at the front of the category and if he didn't take it then he thought his competitor would. Now this is just not great criteria to determine your marketing spend. To cut a long story short I shared with him three ideas that are in this book and he's now \$14,750 richer and having greater marketing success.



Now I could go on about the pros and cons of advertising for small business forever...but I think I'll save it for another time. Suffice to say that I am not completely anti it, however for it to be a wise investment for a small business and get the types of returns you would hope for you need to beware of, understand and control many variables.

Finally, if you want to advertise then may I suggest using the following tips to help ensure you maximise your returns. I have broken them up in to the MESSAGE (ie. What to say) and the MEDIUM (where to say it).

THE MESSAGE (WHAT TO SAY AND HOW TO SAY IT)

- Whatever you say in your ad copy ensure it's benefit driven...ie. It's about them, not about you. "How will my product or service benefit my buyers", is the question to ask.
- Be crystal clear on who it is you're talking to and speak / write to them in a way that shows that you understand them.
- Be clear that your product or service has a solution to a problem they have.
- Be brief...people are busy...we don't have time to read ads. In fact, I go as far as taking the attitude that people don't care about our business, so whatever we say in our ads needs to be compelling and rewarding.
- Delete all wasted words...read and re-read your copy and take out any word (or visual) that doesn't need to be there. Less is more when it comes to advertising. Do you like someone who rattles on without ever getting to the point?
- Have the design of your ad look appealing...If you can afford it then have it done professionally by someone who knows.
- Have the courage to do something a little different to what everyone else is doing...draw them in with an attention grabbing headline or an interesting visual.
- Be clear on your call to action...what do you want people to do having read your ad?
- Have clear contact details ie. Address, e-mail, phone, website...whatever way is best for people to contact you.
- Be clear on how you intend to measure the success of the advertising campaign...Should you include a time sensitive special offer? A dedicated phone number to call? Do people need to mention the ad to get the discount?

THE MEDIUM (WHERE TO SAY IT)

- Select it wisely...Avoid wastage. This refers to the amount of people who read or listen to a particular medium who would never have the intention of buying from you.
- Negotiate hard on price. Don't take the first rate that the sales rep offers you.
- Negotiate hard on placement...you don't want your press ad appearing way down the back or your radio ad appearing at midnight if this is where your buyers aren't. For example, ask for a right hand page in the first five pages of the newspaper or no

-1 ADVERTISE

radio ads after 8PM at night. Unless of course your buyers are late night listeners or do read the back of the paper.

- Choose wisely when it comes to size or length...color or mono. Don't base this decision solely on price...if you are then you shouldn't be advertising. Base it on what's going to work most effectively in selling your product or service.
- Frequency of appearance is another major consideration...a one-off ad is likely to achieve nothing. Lots of ads is likely to get costly. Where's the middle ground for your business?
- Ask the sales rep if they'll give you some editorial coverage as well...le. Have an article written about your business or a news story recorded.
- You can also tell the sales rep that you may be interested in any distressed advertising space that becomes available. This is advertising space that hasn't been sold at the time of deadline and is usually offered at huge discounts to the normal rate.

Yes, there is much to think about when running an advertising campaign. Take in to consideration the points above and you may just get it right.

Now, having raised a negative, I would now like to share with you 50 (possibly a lot more!) marketing ideas that may just provide you with the results you're looking for.