

3 Small Business Marketing Mistakes... and how to avoid them

Words Alison Braithwaite of Evergreen Marketing

RUNNING a successful small business requires expertise and know how in so many areas. It's not surprising that there are some mistakes made along the way.



GETTING the marketing right can dictate whether a business succeeds or fails. It's marketing that brings in the customers, and without customers no business can survive.

Here are some of the more common mistakes I find small businesses make, and how to avoid them.

1. Not having a plan

M. To fail to plan, is to plan to fail. Without a well thought out marketing plan, companies tend to become too reliant on a few rushed marketing initiatives that often prove quite expensive and can have little effect.

A: I encourage all my clients to start by setting some goals for the company which I then use to design a marketing plan specific to their business. This allows a business owner to budget, plan resource, have a long term view and a well thought out plan that incorporates lots of different cost effective ways to market the company. January is the perfect time to do this.

2. Having a family friend design the website

M. Everyone is keen to keep costs to a minimum when running a business, but don't be tempted to take up the offer of having a friend's son design a cheap website as a favour. An unprofessional, poorly designed website can put people off and actually work against you.

A. This is one area to invest in properly right from the start. Your business website is your virtual shop window to the world and most customers will visit it before deciding to get in contact or stop by. Having a website professionally designed and taking the time to make sure it says all the right things gives a business a huge boost and a far better chance of surviving. I help small businesses review and improve their websites. I have a number of professional local website designers that I have vetted and recommend.

3. Not getting the words (message) right

M. Finding the right words and images to describe what it is your business is offering and why they should buy from you can be quite difficult, especially when space is tight. The classic mistake is talking all about your company rather than your customer. "A family run company, established 25 yrs, this is what we sell ...call us to buy it."

A. Make sure your message resonates with your target customer. Take into consideration; Who are you trying to sell to? Why are they looking for your product or service? How can you fix their problem? Why should they buy from you rather than your competition?

I provide copywriting for all forms of marketing - advertising, websites, editorial & fliers.

If you need help correcting some of your marketing mistakes, contact me on **01789 720155** to arrange an initial meeting free of charge. Or visit **www.evergreenmarketing.co.uk** for my full range of services and to read testimonials.



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