

The Seedling Sheet



05: Marketing with muscle

The Essentials

Marketing on a small budget, or with limited resource, is not impossible: you just need a great strategy and a clear intent. The springboard for any marketing should be the overall business aims: at every stage, any marketing activity should be driving toward achieving these aims. Critical to the marketing process is understanding your customers - both existing, in terms of how to offer them complementary services and products, and prospects, in terms of who these different groups are and what they want from your business. For each target group, you should craft a version of your business story that emphasizes what each group is looking for. At this point, you can decide which marketing channels will be most effective to reach them. And always, always measure the results!

If you do one thing about your marketing...

...spend time thinking about your potential customers. They are not a homogenous group of people but can be analysed to give you insights into how best you can shape your marketing and communication. If budget permits, commission research. If not, this can be a good start:



- 1. Your customers.** Segment your existing customers into groups or types. It can help to find images that represent the different types, such as shoes. Give each type a name.
- 2. Your potential customers.** Now think about the any new customer types that will help you deliver on your business aims. Attribute these new groups with an image and a name. If there are no new types to add, then think about which existing customer groups will need to grow to deliver on your business aims.
- 3. Your propositions.** Take each group in turn and write down: What exactly they want from you, What is important to them, What one thing do they want to hear from you and Why will they choose you above anyone else? This is the first stage of understanding how to attract business from each customer type, so work hard to refine these propositions and share with the business so everyone can help market to these groups more effectively.

Want to know more?

The Business Allotment can help you create Marketing with Muscle. If you are clear about your business aims, then our Marketing with Muscle module is a great way to kick-start your marketing strategy, with a fast paced planning session packed with original content to help you define your key marketing actions. We also offer an extended session called the Mighty Marketing Module that will help you establish your business vision and key strategic aims as well as provide you with a mighty marketing plan to propel your business forward and help you grow.

Call Jodie Newman on 07966 482 662 or email jodie@thebusinessallotment.co.uk

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