The right technology can help your business increase sales by increasing consumer awareness.
Small business drives the U.S. economy. And growth drives small businesses. But generating growth can be a challenge. Smart marketing can help.

Big celebrity endorsement deals. Big media buys. Big TV productions. The big problem is they all come with big budgets. Budgets you don’t have. To compete, small businesses have to become smart businesses. Especially when it comes to marketing.

BUILDING DEMAND WITHOUT BREAKING THE BANK.

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TO MAKE EVERY MARKETING DOLLAR COUNT, CONSIDER:

- Brand Building
- Customer Acquisition
- Customer Loyalty
Brand Building.

Who Are You?

If potential customers don't know what your business is, then they won't spend their money with you. Your marketing should educate, entice and excite people. Doing that requires more than a logo and a tagline.

MARKETING TECH TIP

Cloud software puts professional marketing tools like Adobe® Creative Suite® within reach of a small business marketing budget.

THREE STEPS TO EFFECTIVE BRAND DEVELOPMENT FOR SMALL BUSINESS

1 DISCOVER YOUR BRAND

To create an effective brand, figure out what you do best and what you can do that no one else can. And then build your brand around that.

MAKE A LIST — Create a comprehensive list of your own brand claims.

MAKE A COMPARISON — Compare them to your competitors.

MAKE A POINT — Focus on claims that trump your competition or are unique.

2 DEVELOP YOUR VOICE

Keep your brand messaging focused on your key claims and communicate them with a voice that is unique to your business.

KEEP THINGS CONSISTENT — Create messaging that has a unique style and maintain that style.

KEEP THINGS SIMPLE — Don’t try to say or do too much in a single piece.

KEEP THINGS FOCUSED — Decide what message you want to get across and stick to it.

3 CREATE A COMPELLING LOOK AND FEEL

If your marketing is confusing, it’s not effective. Your look should reflect what your brand stands for and stay consistent.

LOOK PROFESSIONAL — Take time to think about the design of your marketing collateral and what each element communicates.

LOOK APPEALING — Choose design elements that appeal to the type of consumer you want to attract.

LOOK CONSISTENT — Once you’ve created your look, avoid introducing new elements too often.
In addition to building great brand awareness, a smart marketing plan should also create qualified leads. To cultivate strong lead generation, consider these ideas.

**TARGET YOUR MARKETING**

Your budget may not allow for large mass-media marketing, but you can be just as effective with smart audience selection.

- **IDENTIFY YOUR CUSTOMERS** — The importance of understanding your audience cannot be overstated. Learn as much about them as you can.
- **IDENTIFY YOUR CONNECTION** — Once you know what appeals to your audience, determine what brand claims you can make to connect with them.
- **IDENTIFY YOUR NICHE** — It’s a mistake to try to be all things to all people; discover who you appeal to most and talk to them.

**CULTIVATE A MULTI-CHANNEL PRESENCE**

The days of simply running an ad in the local paper are long gone. Today, your business should be marketing across traditional and digital channels.

- **BE PROFESSIONAL** — Whether it’s digital, social or print, focused, well-designed communications create a stronger link for consumers.
- **BE SOCIAL** — Social media is a cost-efficient way to regularly communicate relevant information and offer to potential customers.
- **BE SEARCHABLE** — 71% of customers will search online to find a solution or product before contacting a company directly.

**UTILIZE CUSTOMER REFERRALS**

One of the best marketing tools a small business can use is a customer’s referral. And with a little encouragement, they’ll work even harder for you.

- **PROVIDE EXCELLENT SERVICE** — Nothing encourages a customer to refer your business to friends more than a positive experience.
- **PROVIDE REFERRAL REWARDS** — Empower your customers to advocate for your business with attractive awards.
- **PROVIDE YOURSELF LEADS** — Businesses experience a 60% close rate with referred leads.

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**MARKETING TECH TIP**

CDW leasing services are a cost-efficient way for you to access the leading desktops you need to produce professional-looking marketing collateral.

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CUSTOMER LOYALTY.

Once you’ve attracted new customers, you should focus on turning them into brand loyalists. Again, your organizational agility gives you a significant edge in developing a strong connection to your customers.

You can save money by producing professional-looking loyalty cards in-house with current multifunction printers.

GENERATE A LOYALTY PROGRAM

A smart loyalty program can be as rewarding for you as it is for your customers. Think about the following when designing yours:

- PROVIDE SIMPLICITY — The easier it is to understand, the more likely your customers are to use it.
- PROVIDE VALUE — The rewards you offer must have tangible benefits to entice your consumer.
- PROVIDE A RELATIONSHIP — This means keeping customer data current, regularly communicating benefits and providing a feedback channel.

COMMUNICATE REGULARLY

A smartly written, professionally designed newsletter keeps your customers engaged by keeping them aware of special events and offerings.

- GIVE THEM A SURPRISE — Add coupons or fun tips to each mailing or email to keep things fresh.
- GIVE THEM INFORMATION — Include advance notice of sales or special holiday hours.
- GIVE THEM A CHOICE — Always make your mailings and email marketing opt-in.

STAY UP TO DATE

Consumers have come to expect web pages and social media to be regularly updated. Fall behind and you risk ruining your brand reputation.

CHECK OUT THE FOLLOWING ARTICLE for an in-depth look at how social media is now the new normal:

biztechmagazine.com/AllSocial
Creating a marketing plan can seem overwhelming—and cost prohibitive—for your business. Fortunately, we understand that and are here to help. We offer cost-efficient software and hardware technology tools to keep your marketing collateral looking professional.

Our small business account managers are dedicated to providing you solutions that help your business succeed and fit your budget.

To learn more about the products we offer that help make marketing easier for your business, call us at 800.800.4239.