

Marketing Concepts Tips

Over the past decade more and more people are getting fired, getting downsized, or getting fed up with their corporate jobs and embark on the journey as a small business owner. Unfortunately, most of the new small business owners fail to consider their marketing plans or strategy. There are many marketing concepts for small business marketing to consider and plan for, but here is our list of Top 10 Marketing Concepts For Small Business Marketing.

Marketing Concept 1: Consistency

Consistency is the number one marketing concept for small business marketing only because it is left out of marketing concepts for so many businesses. I have worked with a long list of clients, big and small, that are extremely inconsistent in all areas of their marketing. Consistency helps lower the cost of marketing and increase the effectiveness of branding.

Marketing Concept 2: Planning

Once small business owners decide to be consistent with their marketing, planning is the next major concept to engage. Planning is the most vital part of small business marketing or any level of marketing, for that matter, and so many owners, marketing managers, and even CMOs plan poorly. Put the time into planning your marketing strategy, budget, and other concepts presented here to ensure success.

Marketing Concept 3: Strategy

Strategy immediately follows planning because your strategy is the foundation for the rest of your marketing activities. In the process of planning, you must develop your strategy: who you will target, how you will target them, and how will you keep them as a customer.

Marketing Concept 4: Target Market

Target market is also another key concept for small business marketing. Defining exactly who you are targeting allows small business owners to focus on specific customers and reduce marketing waste. A well-defined target market will make every other marketing concept so much easier to implement successfully.

Marketing Concept 5: Budget

Although it is listed at number 5, budgeting is important throughout the entire process. Creating a marketing budget is usually the hardest and most inaccurate part of small business marketing. Most small businesses owners lack a great deal of experience in marketing, so their budgets usually end up

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skewed. The most important part of this marketing concept is to actually establish a marketing budget. From there, you can worry about how to distribute your available funds.

Marketing Concept 6: Marketing Mix

The marketing mix is usually defined as product, pricing, place, and promotion. As a small business owner, you must specifically decide on your products (or services), the appropriate pricing, where and how you will distribute your products, and how will you let everyone know about you and your products.

Marketing Concept 8: Branding

Many small businesses owners also neglect this concept. Small business marketing must focus on this marketing concept just as much as large corporations do. Branding consists of the pictures, logo, design scheme, layout, make up, and image of your products and even your company. Branding is how your customers perceive (please place a lot of emphasis on that word!) your products and company. Make sure to pay special attention to what kind of brand you are building through each step of your planning and implementation.

Marketing Concept 9: Promotion and Advertising

Promotion and advertising is a very complex marketing concept, but must be considered for any type of business and its products and services. Once you engage the previous 8 marketing concepts, you must finally let your target market know about you and your products. Proper promotion and advertising will result in effective brand recognition, and, ultimately, increased sales.

Marketing Concept 10: Customer Relationship Management (CRM)

The concept of customer relationship management has become a huge industry in the marketing world. There are many types of software and services offered to help businesses of any size handle their customer relationship management. Since there is so much available, usually for a large sum of money, small business owners usually look at this concept as something they are not big enough for or have enough money to implement. Don't be fooled by the massive industry that has evolved from this concept. Maintaining proper customer relationship management is essential to creating loyal and consistent customers.

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This list of marketing concepts should be examined, researched, planned, and implemented, especially by small businesses, in order to be successful. Also, your marketing doesn't stop here. Each business is unique and will have additional components that must be considered, but this list will jump-start any marketing plan.

Nate Stockard is the owner of Stockard & Associates, Inc, a marketing and design firm in Houston, TX specializing in small business solutions. He is also the author of The Market Seedling, an informative source of information, articles, tips, and advice for small business owners and marketers.