

Marketing Ideas

Practical Marketing Ideas for Small Businesses

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Feb 16

2009

[Astound Your](#)

[Customers](#)

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90% of repeat business for most companies comes from referrals and endorsements from existing customers. It goes without saying then, that you should continue to impress your customers long after the sale.

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Feb 02

2009

[Thanks Very Much](#)

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The words '**Thank You**' said in the right manner can make a huge difference in getting customers to return to you to but more in the future. Simply uttering the words isn't enough, but when said with real meaning and a genuine heartfelt gesture the effect can be phenomenal.

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Dec 09

2008

[Step Out of the Comfort Zone](#)

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We all have competitors and think we can do it better than anyone else. That's all well and good but what do your potential customers think when they're looking for a service or product that you provide.

They may be looking in a classified ads section of a newspaper or the Yellow Pages or Yell.com for example, and there are literally dozens of suppliers to choose from.

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Nov 24

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[Keep In Touch](#)

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Keep in Regular Contact With Customers and Prospects.

It is essential that you keep in touch with your customers and prospects:

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Nov 15

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[Monitor Your Advertising Closely](#)

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Never ever run any advertisement without monitoring the response.

If your Ad doesn't sell your products on the first round, get rid of it. 99% of advertising

agencies, newspaper and radio reps hate the idea of monitoring. They usually recommend that "Repetition is needed to gain success!!". The reason they would say that is because they are selling advertising space. So, the more advertising space You Buy - the less they need to sell to meet their targets.

If an ad doesn't work the first time, it is unlikely to work the second and so on.

Test your ads on a small-scale first and once you have it working - then stick with it.

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Nov 14

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[Using Free Samples](#)

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If you need to get new customers, by far the best and most cost-effective way is to offer a free sample of your product or service.

You can use the money you would have spent on advertising and give it to your **best prospective customers**

in the form of a sample or trial of your product or service. Thus, a restaurant can offer a Free Main Course or a money-off voucher. A clothing shop can offer a free shirt. A new car retailer can offer a free dinner with any test drive.

Another way to get new customers is to create an Information Product such as a "FREE Report" which positions you as the expert and educates the customer on why they should buy from you.

Nov 04

2008

[Marketing to Everyone](#)

Posted by

[quantorg](#) in

[general marketing advice](#)

You can't hope to market your products or services to everyone, even if you think everyone needs them.

Doing this limits your potential by not focusing on select groups of people or businesses. These specific groups are called "niches";

By focusing on one or more niches you're able to connect with these people at a level they'll

understand and consequently you gain more business.

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Oct 30

2008

[Sell to Existing Customers](#)

Posted by [quantorg](#) in [general marketing advice](#) , [business growth advice](#)

It's FIVE times easier to sell something else to your existing customers than to get a new customer.

The easiest way to sell something else to your existing customers is by picking up the phone, sending them an email or a letter. Those that have bought from you before are a relative “hot buyers” list. Simply ask them to buy something else. It doesn't have to be your product either. You can offer them someone else's products. Thus, an accountant can offer financial services. A restaurant can send invites to a clothing sale. A car exhaust centre can promote a motor mechanic. A plumber can refer an electrician. And so on.

If nothing else you'll be seen as thinking about them and making them an special offer. This will stick in the mind when they are in the market for your products or services.