

Dos & Don'ts

Marketing Basics

No matter what industry you're in or how great your service or product, it's the marketing that determines sales.

To build a successful company, you need a great service or product. But a great service or product doesn't lead to success by itself. You can have the right service or product for the wrong market and fail. And you can have the right service or product for the right market and still fail because no one knows you exist. You can also be on the road to success and wake up one day to find that the market has changed and you haven't adapted. You have to stay focused on marketing at every stage of your business. **Here are some tips:**

Do

Pick the right target market, for starters. You may have a service or product that can solve many problems for a broad set of customers, but you are not going to be able to reach everyone at the same time. Some prospects will be more ready to buy from you than others. So before you go very far, research your market and pick your niche.

Determine the best way to reach your potential market.

When you've done your market research and created a good service or product for the right market, it is easy to believe the "if you build it, they will come" cliché. It doesn't usually work out this way.

Stay alert and be ready to adapt, even when your business is growing by leaps and bounds. When you do make changes, you'll be prepared to get the word out about your new offerings (ahead of your competition).

Don't

Don't just believe the industry gurus and experts. Do your homework. Ask your potential customers what they will buy and understand their needs.

Don't put all your marketing eggs in one basket. Try different ways of reaching your customers and see what works the best.

Don't believe your own press and get complacent when you've achieved some success. The market could change faster than you expect. Be prepared to adapt your marketing strategy.

About WorkingDialogue

By combining strategic thinking, creative design, and marketing expertise, WorkingDialogue helps entrepreneurs, businesses, and organizations meet their marketing and communications objectives — creating brand awareness, impacting behavior, and generating new opportunities. WorkingDialogue designs and produces marketing literature, Web sites, corporate identity and print advertising.