



Small Business Marketing

The Ten Commandments of Marketing

1. Thou Shalt Have a Web Site that is Purpose-Built

2. Thou Shalt Not Use Blinky, Flashing Elements on Your Web Site

3. Thou Shalt Write Press Releases on a Regular Basis

4. Honor Thy Value Proposition and Keep it Visible

5. Thou Shalt Use Consistent Branding and Marketing Messages

6. Thou Shalt Not Put All Thine Marketing Eggs in One Marketing Basket

7. Remember the Search Engines and Optimize Your Site Properly

8. Thou Shalt Send Out E-Newsletters Regularly

9. Honor Thy Goals and Objectives and Review Them Monthly

10. Thou Shalt Covet Good Testing and Measuring

If you're like most small businesses, you're pretty busy with day-to-day activities, with little or no time left over for marketing and promoting your business. With the help of a few marketing "commandments", you can improve the results you get from your marketing efforts and ultimately improve your bottom line.

So here are the 10 Commandments of Marketing – try to follow them religiously!

1. Thou Shalt Have a Web Site that is Purpose-Built

You must analyze and understand the purpose of your web site before you create it. Only then can you build appropriate navigation and content for the site. After all, if you don't understand your web site's purpose, how will your visitors? Consider questions such as:

- Who is the intended audience for this web site?
- What does the audience expect from this site?
- What are the top competing web sites offering?
- What can be done on this web site to differentiate it from the competition?
- What is the ultimate goal of this website?
- What is the message that you want conveyed instantly on the web site?
- What is the overall "value proposition" that you want conveyed?

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2. Thou Shalt Not Use Blinky, Flashing Elements on Your Web Site

Countless studies have shown that when given a choice, users will click on “Skip Intro” rather than watch an introductory Flash movie on a web site! Avoid the temptation to use moving, blinking, or flying elements on your web site. These types of animations increase download time, and are distracting and ultimately frustrating to your visitors. Some animation for emphasis is fine, but use it sparingly.

3. Thou Shalt Write Press Releases on a Regular Basis

Press releases can be used to enhance your marketing efforts and help build brand-recognition and customer awareness. Use press releases to let the public know what’s going on with your business, from new staff promotions to new product announcements. Press releases also help create buzz for your biz, and will help build those all-important inbound links that drive traffic to your web site.

4. Honor Thy Value Proposition and Keep It Visible

A value proposition is simply the “thing” that makes you better than your competition. It is not, however, a list of product benefits, so be careful to not confuse the two.

Highlighting your product benefits is important, of course, but chances are that your competitors already assert many of the same benefits about their products. A value proposition identifies the differentiator, the unique core value that your company offers. Make sure your value prop is included on all of your marketing materials.

5. Thou Shalt Use Consistent Branding and Marketing Messages

Make sure that your web site, brochures, business cards, and other marketing pieces all have the same “look and feel” that reflects your corporate identity. Publish your logo and web site address on everything that goes out to customers and potential customers. Using consistent branding will help you establish name recognition (and brand recognition!) for your business.



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Always use a variety of methods to promote and market your business. Studies show that consumers mentally integrate information from a variety of sources, so make sure you get your message out by using as many different techniques as you can. When you give customers the opportunity to hear your message in several different ways, it makes them more likely to remember you the next time they shop.

7. Remember the Search Engines and Optimize Your Site Properly

Did you know that more than 80% of all web site visits originate from Search Engines? If your web site cannot be found in search engines like Google and Yahoo, then you could be missing out on a lot of free traffic, new customers, and sales! Make sure your web site is properly optimized for the search engines both on the web page and in the behind-the-scenes code.

8. Thou Shalt Send Out E-Newsletters Regularly

Electronic Newsletters (E-Newsletters) are very effective in building your company's credibility, establishing expertise, and keeping mind-share with customers and prospects. E-Newsletters are most effective when they are sent out on a regular schedule, so choose whatever works best for you (weekly, monthly, quarterly, etc.). E-Newsletters help keep your name and message in front of customers and prospects on a consistent basis, which is a critical component in triggering buy-events.

9. Honor Thy Goals and Objectives and Review Them Monthly

Do you have a plan that details where you expect your business to be in a year? In three years? In five years? As with any plan, it's critical to monitor your progress on a regular basis to make sure you're still on track. Review your goals each month, and watch for emerging trends. Don't be afraid to change your strategy if something isn't working.



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Keep an eye on your web stats, email responses, banner ad views, ad clicks, and whatever else will help you determine customer behavior or response. Analyze the data to identify trends and other information that will help you measure your results against the goals and objectives you have set.

Use These 10 Commandments Religiously

With the help of these marketing “commandments”, you can really help stretch your marketing dollars while improving your results at the same time. Don’t be afraid to try new things, but be prepared to follow up and track your results so you know what works and what doesn’t.

Consider all of your options, especially in light of all the new, cost-effective online marketing methods available today, and maximize what you’re already doing (such as your web site) so your efforts will ultimately benefit your bottom line.

Thanks for coming today!

To make the best use of our presentation time today, we covered some of this information pretty quickly. If you missed any of the details, or if you have any questions, please just let us know, we would be glad to help!

Best Regards,

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