

What is Small Business Marketing?

You will find many definitions but since this is my page, I will give you my definition and keep it very simple.

Marketing is bringing your brand/product/service/self to a market (consumers) and aware of what you offer and that you want their business with the intent to lead them to take a specific action that provides you with an outcome you desire.

To be clear, marketing encompasses many things including, but not limited to, advertising and sales. Just as placing an advertisement in a newspaper or on the Internet is meant to make consumers aware of what you offer and leading them to a specific action (maybe to visit your website, call or email you) setting up a booth at a golf tournament plastered with your logo to make people attending the tournament aware of your business and leading them to take a specific action (maybe take one of your info packs) is marketing.

Four blind men approach an elephant, an animal they have never heard about before, and each touches a different part of the elephant. One man touches the trunk and says it is like a water hose. Another man touches the tusk and says it is like a spear. Yet another touches the leg and says it is like a pillar and finally one touches the ear and says it is like a hand fan. We all know it is perception and they are touching an elephant.

Marketing is much like the elephant in that it has so many parts to it and whomever is touching a particular part will likely tell you it is the most important piece of the marketing puzzle. The truth is that most parts of the marketing puzzle are important, but some parts simply do NOT apply to certain businesses. Advertising on bus benches may be right for one industry (I am hard pressed to think of one although real estate agents have an affinity for them) while not right for others.

A person who is in sales will tell you that sales is the most important part of marketing. Someone who sells direct mail will go to great pains to convince you that advertising is the most important part, and that direct marketing is the best. People who sell Internet marketing will tell you that you're a fool not to advertise on Facebook or Google. Someone who sells mugs with your logo on them will stress the importance of branding. Of course, what they are not good at is creating messages that get a market to take the specific action you want them to take.

That being said, there is one leg of marketing that is right for all businesses regardless of what you offer. Of course, that is the area I will be stressing the most as we go along but that is because I have tried almost all marketing and have had various degrees of success. Some great success some mixed bag and some total failures. Most of my failures is because I failed to learn early on how to market properly and to understand why I was marketing. When it comes down to it, ALL marketing should be geared to only two things...

- 1) starting a relationship with a person
- 2) building that relationship over time

I call this relationship marketing. There is no secret to it, it is doing exactly what I described above and make no mistake. No other marketing will generate more income for you over time than relationship marketing. On top of that, it is perhaps the most inexpensive of all marketing.

Consider that the two things that drive your income higher at the lowest costs are recurring transactions from a client and, referrals are both based solely on relationship marketing and you can see why it may be all the marketing you need to do. Yet, sadly, almost every single business owner I talk with or sales rep I sit down with has absolutely no idea what relationship marketing is so of course have no strategy to implement it.

If you haven't read my short book now would be a great time to order a free copy at MorganMarieCoaching.com. In my book I go into detail what relationship marketing is and how to apply it in your business with step-by-step instructions.

I will cover all aspects of marketing as time goes on, like I said, I am proficient in most cases, but understand that I will be stressing and coaching people how to implement and grow their income with relationship marketing and everyday networking.

So happy marketing and your homework is to read my book. Again, grab it at MorganMarieCoaching.com

By: Morgan McKelvy

A handwritten signature in black ink that reads "m.mckelvy". The signature is written in a cursive, lowercase style with a large loop at the end of the last letter.

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