

Published based on [Marketing A Service Business](#)

# **Marketing A Service Business**

Service businesses, such as bail bonds, are sometimes thought of by consumers as a commodity. When they make purchasing decisions for services, often the cost plays a large determining factor. Although, in the bail bonds industry, the cost is fixed leaving a company's brand identity as a huge component of their success.

Bail bondsmen across the country have their rates set by the state. In Nevada, a bail bondsman is mandated to charge 15% of the bail amount or \$50, whichever is more. They can not deviate from that pricing structure. The Las Vegas bail bonds scene is highly competitive so effectively marketing a product while having no pricing power is crucially important.

The only way to get ahead in the Las Vegas bail bonds industry is to effectively market a bail bonds business and build its brand. Essentially, the bail bondsman must ensure their brand is impressed upon potential customers as the best choice for Las Vegas bail bonds.

Standing out in the Las Vegas bail bonds scene is not easy. There are over 250 Las Vegas bail bonds businesses listed in the phone book. When searching google for "Las Vegas bail bonds", over 116,000 results appear. An established Las Vegas bail bondsman has gone on record saying he spends over \$10,000 a month accepting collect phone calls from inmates. These inmates are of course potential clients.

To effectively build a brand, a bail bondsman must clearly articulate their brand identity. Just as Walmart means "Everyday Low Prices" to their customers, a bail bonds business must craft the message it wants its customers to perceive? Do they want their customers to associate speed of posting a bond or compassion in dealing with customers?

A value proposition is an integral part of brand building. It is the natural outcome of the brand identity. A value proposition is what the customers think of a brand.

Strong customer relationships are very valuable. The type of relationship a business has with its customers will drive or hurt sales. Listening and learning from customer feedback will create strong bonds with those that buy a product or service.

When a business does not have pricing power, it must place additional focus on marketing. The Las Vegas bail bonds industry exemplifies this. Those businesses with the most market presence and strongest brands are the ones that will succeed.

Learn more about building a brand for a [Las Vegas bail](#) business. Stop by Susan Mackey's site where you can find out all about [Las Vegas bail bondsman](#) marketing.

You can also find this article published on [Marketing A Service Business](#), and on the tag pages [Advertising](#), [business services](#), [marketing](#).