

Published based on [Small Business Marketing Tips: Getting New Clients](#)

Small Business Marketing Tips: Getting New Clients

What does a small business internet marketing strategy mean to you? Some of the people instantly focus on the idea of their company's long-term goals. When they start their small business, they make a long term business plan, including a marketing strategy, that will help them develop their company over a period. Others think of a small business marketing strategy as a single campaign. They make a marketing campaign for one service or product they offer, and create a series of marketing tools that will help them sell that service or product.

While both may technically be correct, there is a distinct difference between the 2. One creates a stream of income for a brief period of time (often two weeks to 1 or 2 months), while the other makes sure you have a stream of income coming in on a consistent basis.

In order to guarantee a useful [small business internet marketing](#) strategy, you must have three things prepared.

1. Multiple marketing tools in place. Each day a person is sold to 60-100 times. You see banners on the sides of busses, advertisements in papers and mags, and vouchers in your mailbox. It is easy to see why marketing tends to become virtually non-existent in our minds.

But the thing that a good marketing pro realizes is that he should use different marketing tools to reach different target audiences. Everybody has a different concentration span. Everyone is looking for different products and services at different times. A good small business marketing strategy has multiple tools in place to capture a prospects attention when he or she is ready for our service or product.

The key's to knowing who your dream clients are. The more that you know about them, the more you'll be able to reach them in a way that's best for them. Good marketing tools are:

- * direct mail postcards
- * direct mail letters
- * ads in magazines
- * adverts in papers
- * neighborhood postcard packs
- * door hangers
- * flyers
- * brochures
- * advertising products
- * tradeshow
- * poster advertisements
- * bus stops
- * college buses
- * regional transportation systems
- * sponsorship of school athletics
- * and lots more

An ideal small business marketing strategy will encompass many of these types of tools, and have campaigns set up using select tools at various times across the year.

2. Use those marketing tools over long periods of time. When you have your marketing tools prepared keep on employing them again and again. Likely the most serious mistake a small business owner makes is to become bored of his very own marketing campaign, and deserting it before it's realized its full potential.

The average campaign takes a person 8 "12 times of viewing the same material to recognize the info and do something. If you give up running a campaign before you reach the 8 "12 times average, you will not achieve your chosen results.

An ideal small business marketing method will provide goals to search out longevity in marketing campaigns. While nuances of a campaign can change (i.e. Changing ad announcement to show off seasonal products) the structure of the campaign should always remain the same.

3. Use those marketing tools in several different places. Your prospects come from a range of different sources, and have a selection of different interests. Mailing your leaflet out to prospects is a way of marketing; but you can also do well by placing your brochure in offices of complimentary firms. Adverts may work well in your local newspaper; but they may do just as well in an industry trade publication. Direct mail postcards may induce lots of people to pick up the phone and call you; but it may incentivize more people to visit your site.

Making a few tools to use in your campaigns gives you the resources. Getting those tools into the hands of your prospects is what requires a plan.

A perfect small business marketing plan will be a long term plan that involves making marketing tools, putting them into the correct places, and leaving them in place long enough to let them work.

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