

# Forms of Marketing

From Homebizbuzz

## Marketing tools

Having done your spadework, it's time to choose the marketing tools that best suit your target market, your budget and your personality. There are several options to choose from. They include:

### Networking

Participate in groups where your customers are likely to be or where you can form alliances.

### Telemarketing

Telemarketing or cold calling has a bad reputation because of the number of unsolicited phone calls most people receive, but in some industries it does work. Persistence and follow-ups are important.

As Wendy Evans says in *How to get New Business in 90 days and Keep It Forever* (Millennium Books), the first rule of cold calling is not to sell over the phone as you need to build a relationship before you can sell. She says you must stay in contact and that the good news is that 60 per cent of all sales opportunities arrive after the fifth contact.

### Direct marketing

We all receive so much unsolicited junk mail that the generic mail drop is probably of limited value for most small businesses. There are exceptions – for example, direct mail may work in the fast food industry and business box mail drops can also give results if your direct mail is distinctive. A variant of the generic mail drop is inserting a flyer into a trade magazine.

### Targeted direct mail

This is useful for small businesses aiming at a specific target audience. Once you've identified your list of companies, send a letter or brochure addressed to a specific person within that company. Follow-up is important, so ring the person a few days later and see if you can set up an appointment. At this stage you're building relationships, not hard selling.

For both targeted direct mail and telemarketing, you need lists. You can compile our own or buy a list. There are privacy laws governing direct mail, so to be certain you are within the law visit [www.privacy.org.nz](http://www.privacy.org.nz).

### Advertisements

Advertising isn't cheap, but it gives an impression of credibility and may be a good investment for your company. Consider your target audience and decide where to advertise.

For example, major dailies, specialist newspapers or magazines, local newspapers, radio, television and the YELLOW PAGES(R). It might be worth employing a copywriter to help you with the words.

### Press releases

This is a great way to build your profile giving you free publicity and wide coverage. You must have newsworthy stories, such as a new product, the success of a client or a promotion. You can build your own contact lists by ringing publications you're targeting or buy a media guide.

### Become an expert

If you are an expert in your field and prepared to use yourself to publicise your business, people will seek out your opinions. You could write articles for trade journals or give presentations and speeches to groups.

### Newsletter and e-newsletters

These are a relatively inexpensive way of staying in touch with your database. Be careful not to make them a rod for your own back; if you start a newsletter, you need to maintain it on a regular basis.

There are plenty more creative ways of promoting your business to consider, including sponsorship, catalogues, promotions, car signage and corporate gifts.