

BEST-PRACTICES FOR PROMOTING YOUR BUSINESS THROUGH RELATIONSHIP MARKETING

“How do I market my business?”

“How can I attract more sales?”

You're an entrepreneur, a small business owner and a professional service provider. How do you get more business?

Don't Sell Your Services.

When discussing relationship marketing with our clients, many are either relieved or frightened when we tell them, “It's not about selling your services . . . it's about selling your message.”

Marketing your professional services begins with a solid brand foundation — your visual, verbal and virtual message.



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Best Practices for Promoting Your Business

- 1. Align Your Passion and Purpose for More Profits.** Entrepreneurs and small businesses who are clear about WHY they are in business and who they serve are most likely to thrive. You are not selling a “service” or a “product” — you are selling a one-of-a-kind solution.
- 2. Know Your Target Audience.** Identify WHO are you here to help, HOW you can help them and WHY they need your help. Recognize where they “hang out” and join those organizations or volunteer with non-profits.
- 3. Be Special.** What is your niche — your Unique Value Proposition? WHAT combination of specialties do you offer which helps to set you apart and distinguish you from your competition? Identify your uniqueness with a short-and-simple tag line.
- 4. Develop Your Visual Brand.** Fonts have feelings too; don't just choose colors because you have them in your wardrobe. Work with a professional designer who understands the psychology of color and fonts, and understands your target audience. Keep your logo simple, yet succinct.
- 5. Develop Your Verbal Brand.** It's important to have a consistent message — whether you are “talking” about your business or writing a blog. Develop key talking points which resonate with your audience and how you can help them. Your business messaging is NOT ABOUT YOU. Your business messaging is about the relief you offer your consumer.
- 6. Develop Your Virtual Brand.** Create a presence. Cultivating relationships begins with “showing up”. Find opportunities where people can learn to Know, Like and Trust you. Make yourself available for speaking engagements — or join Toastmasters and learn how to speak to groups. Network both on-line and off-line.
- 7. Have a Professional Web Presence.** If you are selling professional services, you need to look professional. If you are not comfortable creating your own website, please hire a professional. There is much more to having a website than just being able to upload photos and words. Blog.
- 8. Build Your Tribe.** Create a “freebie” you can give away on your website. This is a great way to capture email addresses on your website which can be used to consistently communicate with your audience through e-newsletters.

- 9. Identify and Develop Marketing Collateral.** A well-designed business card is essential as your mini-billboard which sets the stage for your overall brand. Consider writing a book to sell on your website and at speaking engagements. There are many new, cost-effective printing resources which can help you look professional, yet still help you stay within your budget. Working with a professional designer and brand consultant to create your custom marketing materials will help you create a distinct brand you can use for many years.
- 10. Cross-Promotion.** Consider joint promotional opportunities with like-minded businesses — those having the same target audience, yet offering a different service. Collaborating on events or promotions automatically exposes your services to a whole new, pre-identified, target audience.
- 11. Socialize — On-line and Off-line.** Select social media resources where your audience hangs out. Be choosy. Follow the “Rule of Thirds”: one-third of your time is spent promoting your book and/or business, one-third of the time is spent supporting other authors and their businesses, and the last third is spent simply “being yourself” by posting about things you like — hobbies, family, travel, etc.
- 12. Media & Publicity.** Develop a Media tab on your website and populate with your professional head-shot, short and long bios, a contextual statement about your book and how to contact you. As you accrue interviews and articles in magazine or guest blogs, add those links as well.
- 13. TRUST.** Trust your gut intuition. You know your product/service better than anyone — same goes for how well you know your target audience. Feel their presence . . . fill a need.
- 14. Ask for Help.** Never feel you are in this alone. If you get overwhelmed, or do not know how to do something — reach out by joining professional communities and organizations.

Relationship marketing is key to growing your business. Creating key opportunities for your target audience to Know, Like and Trust you is essential.

For additional information about how Davis Creative can help with your branding, graphic design and self-publishing needs, connect with Cathy or Jack via their contact info below . . .



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