

Do Business...in New Mills

Welcome

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First Impression



Going for growth...

Marketing for small business



Business growth

An aspiration? or
a necessity?

If your business is not going forwards...
...your business is going backwards



Small business growth

- Growth doesn't have to mean you want to take on staff or become a millionaire
- Most small business owners would like to take more money out of the business



Marketing key to business growth?

- You need to decide what it is you want to achieve – your business goals
- Many small businesses develop organically
- They experience peaks and troughs
- And may struggle in a recession
- This is not a sustainable and will stunt business growth

Why you might be thinking of growth?

- You have made a conscious decision to grow your business
- You need to replace lost market share
- Your cash flow is poor*
- You are looking for more sales
- Your business approach is a bit 'scatter gun'



Doing nothing = achieving nothing

- Retail business with two shops, one performing quite badly
- Identified a number of issues:
 - shop front anonymous
 - shop inside badly laid out/needed new stock
 - lack of awareness locally
- Needed investment to put it right
- Chose to do nothing/couldn't afford it
- Consequences?
- Can you afford to do nothing!

Strategies for business growth

- Work with a consultant/business coach/marketeer
- Find someone you can work with
 - With the right experience
 - Who will look at your business with a fresh pair of eyes
 - And work with you to develop a strategy to focus how you can grow your business



Branding to build a business

- Branding is important for every size of business
- Helps you stand out from the crowd
- Says you are professional, a serious player and that you mean business

- As consumers we are programmed to reject poor branding!
 - From handyman to Real Ale!



What are your options?

- Growth by selling more to existing customers
- Growth by selling to new customers or markets
- Growth by selling new products/services
- Growth by selling new products into new markets
- Collaboration/partnerships

How you do that = investment

- Even if you do it yourself you are investing in your time
- Small businesses are always short of time
- Are you the right person to do the sales
- Are you the right person to lead your business
- Bringing in the right professionals at the right time can be key
- But you need a plan!



Targeted marketing to boost your business

Learn how to use AIDA

Grab your customer's **A**ttention!

Think about creating **I**nterest!

Then you can give them the **D**esire for your products and services!

And don't forget a call to **A**ction!

Use it for all your marketing tools...web, leaflets, adverts etc



A combination works best

- Leaflets and direct mail – low cost and good for awareness
- Email marketing - cost effective, keeping your business in your customer's minds
- Social networking – Facebook, Twitter, Linked In, YouTube...use the right medium for you
- Is your website selling your business?
Use the web to promote and bring business to your door

We all need sales for business growth

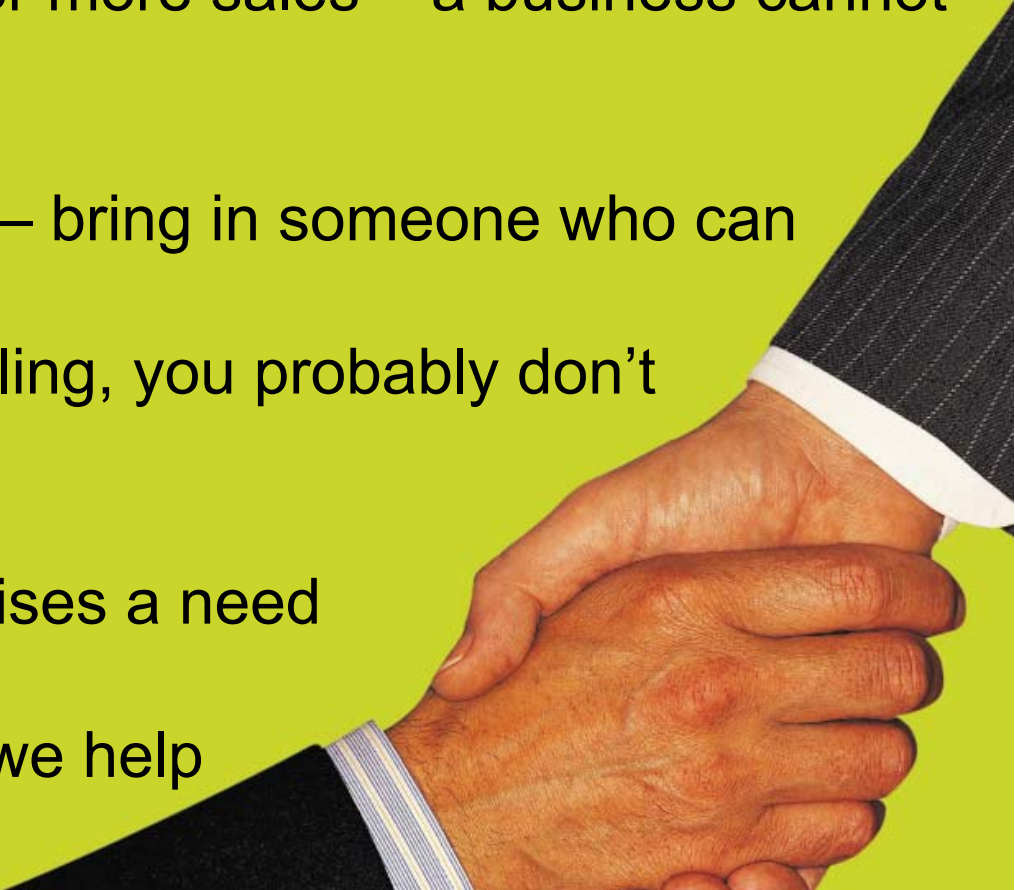
All businesses are looking for more sales – a business cannot survive without sales

If you cannot sell effectively – bring in someone who can

If you feel uncomfortable selling, you probably don't like being sold to

A good sales person recognises a need

People come back to us as we help their business



Finally...

There are opportunities for many businesses to grow in a recession

Buying habits change, so your business might have to change too

Get really close to your clients – if you don't someone will!

Stay positive and stay active



Remember

“Even if you’re on the right track, you’ll get run over if you just sit there”

Thank you

