

HOW TO MARKET YOUR BUSINESS

BIG
CHALLENGE

LET THE WORLD KNOW ABOUT YOUR BUSINESS!

WHY DO I NEED TO MARKET MY BUSINESS?

Your business will only be a success if you have customers. But how do you get customers? You need to tell people about your business... this is marketing!

Before you start to think about your marketing, you should ask yourself two questions:

- Who do I want to use my business? (Who is my target market?)
- What do I want them to think and feel about my business? (What is my message?)

Once you are clear on these two points, you will be able to build your brand identity.

WHAT IS A 'BRAND IDENTITY'?

The brand identity of a business is the visual package that it presents to the world, making it recognisable. So, the colour scheme, the logo, the writing style, the people used to front adverts – all of these things make up the brand identity of a company. It should appeal to your target market and it should say something about your business.

REMEMBER Colours carry meaning. For example, red is associated with danger and green can suggest something is eco-friendly, so choose your colours carefully when designing your brand identity.

I'VE DESIGNED MY BRAND IDENTITY, HOW DO I START TELLING PEOPLE ABOUT MY BUSINESS?

- **ADVERTISING** Posters, flyers and business cards are a good way to spread the word but you will have to shop around different printers for good deals. You can also advertise in your school magazine or newsletter, or even in the local press – but you usually have to pay for advertising space.
- **SOCIAL MEDIA** Facebook, MySpace, Twitter – these are great ways of reaching lots of people for free. Get friends, fans and followers and tell them to pass it on!
- **PUBLICITY** Find out about local events that are aimed at your target market and make an appearance. This will give you a chance to meet your potential customers and to answer questions about your product or service.
- **PUBLICITY STUNTS**, such as wearing fancy dress and handing out 'freebies', are great ways to grab attention and raise the profile of your business. If you're planning something like this, tell the local press (newspapers, radio stations etc) – you might make the news!

REMEMBER Whether you're marketing online or on paper, it needs to reach your target customer. For example, if you are offering a gardening service to elderly people, Facebook might not be the best way to reach them, but posting flyers through their door is more likely to work.



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Three Steps to Marketing Success...

STEP ONE

You need to have a clear idea of who your target market is and what message you want to create. Design your brand identity to suit these needs.

STEP TWO

Consider the range of marketing techniques that you could use including social media, printed materials and advertising in the local press. Some techniques will reach your target market well and others won't. You should research your target customers to help you decide the best ways to market your business.

STEP THREE

It doesn't matter what techniques you choose, it is vital that your message is clear. Whether it is a poster, a website, a 'tweet' or an advert, you need to be very clear about what your business does. If your company name or logo doesn't state what you do, consider adding a strap line that makes it clear. For example, 'Green fingers – Low cost, high quality gardening services.'

BiG CHALLENGE EXAMPLE

In the BiG Challenge, marketing is essential because you have so many business teams to compete with, in your school or college and the rest of the city!

- Choose a team name that is original and interesting but is also professional so you are taken seriously by businesses and customers outside of school or college. The same goes for your brand identity; keep it simple, keep the message clear and always think about your target market.
- Make as many contacts as you can, they can help you to market your business by word of mouth, through social media or by passing on your flyers or business cards. Attend networking or sales events and always go armed with business cards and flyers!
- Enter your marketing materials into the BiG Challenge Xtra competition. You can win extra money for your business and this will also give you the chance to see if your marketing techniques are up to scratch!