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# 50

## WAYS TO MARKET & BRAND YOUR BUSINESS.

**learn how to market & brand like a pro**

She's Got Her OWN Network Inc.

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Welcome to **50 Ways To Market Your Business/Brand**. We hope that this resources provides an easy to follow guideline on ways to help your business/brand grow. These are tips that we have personally used in our businesses for years. We love to share the resources that have helped us accomplish goals with those who wish to do the same. If you have questions and need further guidance please do not hesitate to reach out to us **contact@shesgotherown.com**, we are always here to be of service.

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[www.shesgotherown.com](http://www.shesgotherown.com)

## 1.What Is Your Brands Promise?

Be clear on what your business stands for and what your promise is. Knowing this will not only help you put out consistent messages and attract the right customers, it will also help you hire the right people and develop products and services that are aligned with your promise. This is a MUST if you want to build a successful business/brand.

- Use this time to write out your business/brands promise. It's better when it's straight to the point.

## 2.What is the purpose of your business?

A good Corporate Identity should communicate the purpose of your business, the values that the business/brand represents, it should engage your target market, be simple and memorable.

- **Example:** The purpose of [She's Got Her OWN Network](#) is to provide a network that is dedicated to helping women build sustainable businesses, brands, and lifestyles by curating the resources, tools and strategies needed for them to succeed.

**3.Create a brand that stands out & that it's consistent:** Make sure all of your marketing materials- website, photos, social media all have the same look and feel. Especially the message. We love to use [www.canva.com](http://www.canva.com) for branding. It's an easy to use editing platform that can help you create beautiful content for your business/brand.

**4.It's all in the name:** Ideally your name should describe your business, a tagline can speak volumes about who you are, what you stand for and the reason why your customer needs you. "You're worth it", "The burgers are better" "Just do it" are just a few of the more well-known ones!

- Write down the name of Your Business:
- Write down your business tagline

**5. Marketing multiple businesses/brands:** Be careful about launching new brand names every time you come with a new idea for a product or service. The more brands you have the harder you have to work to raise awareness of each one. Having a Masterbrand that tells your overall story and sub-brands that relate to the Masterbrand will make sure that you build awareness more easily and keep your marketing costs down. If you've already got a stable of different brands consider working with a marketing expert to help you unify your brands.

**6. Packaging your brand:** Packaging is a key part of the marketing mix. It's the trigger which can attract and persuade a customer to buy your product. Is your packaging visually striking through design, color or shape and communicating your brand ideals? If not it might be time for a revamp.

- What are your brands 3-4 main colors?
- How will your products or service be represented?
- How do you want to make the customer feel about your brand?
- Will your brand be just online or will you have physical products?

**7. What is your business/brand story?** People love a good story. Craft your own around *why you started your business* and then tell it through your website, social networking pages and blogs or even write your own book. Let your story and personality shine through – it's another way to build trust and appeal to customers. A good example is the book [Rich Girl Code](#), it's a guide to help women unleash their inner rich girl and more. We personally published the book to help women succeed in both business and life because we love to see other women WIN.

**8. It's ok to use templates:** Use templates and create brand standards for your marketing materials. Apply the same color scheme, logo placement, look and feel throughout. You don't need to be fancy- just consistent! Again we suggest using [www.canva.com](http://www.canva.com)

**9. Your personal look matters:** If you are just starting out, working on your *personal brand*, and your appearance is an important part of marketing yourself. A tough issue to tackle but if you think you could look a little sharper - think about getting an independent opinion from an image consultant. If you feel drab, then you're probably creating that impression with your prospects.

**10.How does your business/brand make others feel?** Use benefits and emotional language to engage your target market in your key messages. A masseuse doesn't just have "massage" in her brochure, instead they may use something like "*Massage recharge - ease away the tension after a long day. Indulge in an invigorating treatment that loosens muscles & relieves fatigue*". Be proud of what you offer, dress it up and sell not just a product, but an experience that appeals to your target market.

**11.Get the word out, spread the news:** Host your own event to add value to your business (example) : Makeup artists can host an event with an image consultant on how to dress for success. We recommend using sites like [www.peerspace.com](http://www.peerspace.com)

**12.Attend an expo specific to your audience eg:** Business expo, networking event, etc. to display your services. This is a great opportunity to build your database by collecting information from visitors through competitions and giveaways. We love to use [www.eventbrite.com](http://www.eventbrite.com)

**13.Your team and network are two of your most important marketing tools:** Make sure their communication with others conveys your brand message and represents your values. Reward them not only for closing sales, but for being great ambassadors for your business.

**14.Publications are often looking for ways to expose their magazine or paper to more potential readers:** If you are running a large event invite media companies to become a media partner. They get branding in turn for promoting your event.

**15.If you've never written a press release before consider using some online resources to help you get input from a professional:** [Handle your own Pr](#) has a service to help small businesses write press releases. you can also use Hub Spot's [Grader tool](#) that will Grade your press release for interest.

**16.Focus and consistency:** This will stop you wasting time and money on tactics that don't work. By relentlessly focusing on a few tactics and your marketing will achieve results.

**17. Create a compelling story about how your company was founded:** This will serve to engage your audience and customers. People love a good story and it helps people talk about you.

**18. Sponsor a local sporting team to get your brand in front of your target market:** You can provide branded merchandise such as drink bottles or sports bags to the junior team, have signage rights and logos on uniforms, sponsor an achievement award for up and coming players which can provide the opportunity to attend social functions and generate good PR.

**19. Identify businesses who you don't compete with who has the same target market as you:** What could you offer them that would be of benefit to their customers. Think how yoga brand lululemon works with local yoga teachers to offer yoga classes in their stores. How could you add value to them and your customers.

**20. Have prominent signage:** Brand your car, if appropriate have staff uniforms/t-shirts, create a branded email signature, newsletter, use pop-up banners whenever you can for functions and promotions.

**21. Repurpose your content:** That's right sometimes you have to pull out the old and make it new again No need to reinvent the wheel. Try using content that you've used before to market your business/brand.

**22. Keep on top of your competitors' activities and know what's happening in your market:** These days it's so easy to keep informed through blogs and social media, joining email databases and using services such as Google alerts and Compete.com to track competitor activity online and offline.

**23. Understand what barriers are facing your clients:** What is stopping or would stop them from using your business? Tailor your marketing approach, your services and products to address these barriers. Some common barriers include an inconvenient purchasing process, perception of your brand, clarity and trust.

**24. Make a list of the key influencers in your target market or local community** (e.g. a hairdresser might target a beauty salon, or fashion retailer) and send them a free sample or discount for your services. Word of mouth is the best kind of exposure, and your generosity will get them talking.

**25.Align with other like-minded businesses and swap space in each other's newsletters.** Provide a good deal they can offer to their database and this will help you to grow your own.

**26.How quickly are you responding to the changing needs of your customers?** Keep an eye on trends - changes in spending habits, the environment etc. Perhaps run some regular short surveys using survey monkey asking your clients what's affecting their decisions with a giveaway? What have you done recently to respond to changing customer needs?

**27.What makes good direct mail?** The secret to making it work is to think small (target your recipients), make it personal, add value, and follow-up. It will also help if the mail is eye catching! Follow up telemarketing or a postcard with similar creative to your original mail will increase your overall response.

**28.Talk to your customers on a regular basis:** Don't just wait until they ring you first. Have a communication plan to keep in touch with customers. This could mean using email, phoning major clients on a regular basis, or writing a newsletter. Try and use a communication method that will impact upon your customers, rather than just what's easiest for you.

**29.Market research doesn't have to be expensive:** It can be as simple as talking to your customers, run a focus group or develop a short questionnaire that they can either fill out in person, on line, or by phone. Websites such as Survey Monkey are an easy way to do this.

**30.Always be prepared:** Research your prospect, understand their needs, and how your product/service will benefit them. A potential client will feel much more inclined to do business with you if you are confident and prepared.

**31.Don't be complicated:** If you have a service based business or a product that's complex to explain – consider installing a “live chat” app on your web site. You can offer visitors to your web site the opportunity to ask a direct question using a “chat application” on your site. This will help convert site visitors to customers.

**32.Track and regularly evaluate your marketing tactics:** Have your analytics in place so you know what is most effective- it will save a lot of time, effort, money and resources when you know what is working best for your business! use a simple database and invest in web site tracking tools such as Google analytics.

**33.Always try to learn something from every experience:** Even if it's a bad one. If something doesn't work – don't be put off – learn what went wrong and why, so your marketing activities can only become more effective and improve your business results year after year. Make sure you get feedback from every lost prospect.

**34.Use testimonials:** Testimonials are one of the *most powerful marketing tools*. Positive, believable comments from real customers are proof to other potential clients that you are worthy of their business. always ask for feedback and testimonials after a job well done.

**35.Video is a powerful, marketing tool:** Film yourself giving away tips, showing someone “how to” do something, your clients sharing how you've helped them, anything as long as it's useful. you'll be surprised how much video can create cut through.

**36.Make the most of your current networks and relationships:** Make sure your suppliers, friends, family, sporting team mates know what you do and what you can offer them. add them to your database/social media networks. Start building your networks by making the most of what you have.

**37.Building trust is critical to effective marketing:** Especially when you sell a service. Think through how you can build trust with your marketing? Give away knowledge, volunteer your services for a charity or club. Create some Free helpful materials, run some free events. Try linking up with a non-profit to make the marketing better.

**38.Be proactive with your marketing:** See a new business open up in your local area? Introduce yourself, give a sample, drop in if you think you could provide them a service.) Kick apathy out of the way and market with a proactive mind set. We love using [www.alignable.com](http://www.alignable.com)

**39.Clear and concise messages:** Stand a better chance of being read in their entirety, versus long-winded messages weighed down with empty and overused words, such as “solutions”, “dedication”, and “exceptional”.



**40.Focus on your local community:** Get offline and find people directly in your area. Set a goal of 100 people. Joining your local chamber of commerce might help.

**41.Advertising and Marketing are two different things:** A small business can't afford to advertise as effectively and frequently as a big business. As a general rule, only advertise if it's targeted and you can do it frequently. Frequent marketing activity like speaking, writing, sampling, networking and email marketing may be more effective for a smaller business with a small budget. Hiring an affordable influencer can help boost your business/brand as well.

**42.No single marketing technique works all the time for every business:** It's wise to rotate your marketing tactics, vary your approach and take advantage of the thousands of ways available to communicate your value to customers. This is why it's so important to know what your audience wants and needs.

**43.Give people more than they expect:** The best marketing tactic is to over deliver... Surprise & delight your clients to generate positive word of mouth and loyalty.

**44.Sell the problem:** Focus on the pain points or problems that your target market has and tailor your message to that. Rule #1 – “what’s the problem” Rule #2 “what’s the solution” – be sure to include your social proof showing them how you’ve helped others with the problem at.

**45.How quickly are you responding to the changing needs of your customers?** Keep an eye on trends - changes in spending habits, the environment etc. Perhaps run some regular short surveys using [survey monkey](#) asking your clients what's affecting their decisions to buy. What have you done recently to respond to changing customer needs?

**46.Do you have a loyalty program which benefits regular customers?** Look after the customers you already have, and they will be more likely to refer you to others! Having a loyalty program or even an affiliate program will help with retaining your clients and customers.

**47.How often do you reconnect with lapsed clients?** Let them know they're missed - create an email campaign personalized with the customer's first name and date of their last visit or purchase, and encourage them by offering them an incentive such as a discount code for their next purchase.

**48.Do your customers know why they need you?** How can you educate vs sell? Offer a diagnostic, free consultation, run a webinar, write a book. It's always better to provide value before asking for your audience to purchase from you. Become the professional that they know can get the job done or that provides value all the time.

**49.Actively ask your clients to refer you:** Especially at the time that they've expressed how happy they are. Ask for a LinkedIn recommendation Google or website review, or even ask them to refer an ideal new customer they know. Happy clients love to refer in general but sometimes a gentle nudge is needed.

**50.Create some tools to warm customers:** A free sample, a guarantee, a free training session or consultation. It's not enough just to promote what you do, you also need to generate trust by giving prospects a sense of what you can do at no risk to them.

If you're in need of a network that will help provide you guidance, support, resources, and consulting, Join our network and unlock all the tools you need to succeed. We've helped well over 1000+ women in business and counting. You don't need to feel alone in business, we are always here to help. [Join Here](#) and get **3 Days FREE!!!**

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