

4-13-2015

Standing Out From the Competition Through Marketing: A Guide for Small Business Owners

Glenn Muske

North Dakota State University, glenn.muske@ndsu.edu

Connie Hancock

University of Nebraska - Lincoln, chancock1@unl.edu

Connie Reimers-Hild

University of Nebraska-Lincoln, creimers2@unl.edu

Alyssa Dye

University of Nebraska-Lincoln, alyssa.dye@huskers.unl.edu

Follow this and additional works at: <http://digitalcommons.unl.edu/cvicollect>

 Part of the [Advertising and Promotion Management Commons](#), [E-Commerce Commons](#), and the [Entrepreneurial and Small Business Operations Commons](#)

Muske, Glenn; Hancock, Connie; Reimers-Hild, Connie; and Dye, Alyssa, "Standing Out From the Competition Through Marketing: A Guide for Small Business Owners" (2015). *Community Vitality Initiative Collections*. 2.
<http://digitalcommons.unl.edu/cvicollect/2>

This Article is brought to you for free and open access by the Community Vitality Initiative at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Community Vitality Initiative Collections by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

Marketing and Your Small Business

Customers won't find you until you tell them that you exist. Marketing isn't something you can let slide. It must be continuous and in venues where your potential customers can be found. Anything less leaves opportunities for your competition.

Watch the video for many more marketing tips.

WHAT CAN MARKETING DO FOR YOU?

Effective marketing makes for a growing, strong business in good times and even during downturns.

WHAT IS MARKETING? IT'S EVERYTHING YOU DO!

From the idea stage through development, production, rollout, sales, customer service, ongoing relationships, and beyond.

IT'S NOT "BUILD IT AND THEY WILL COME"

It's telling them about you using a mix of both traditional and online marketing tools. And telling them **starts with you**, the owner.

discover more tips
↓

MUST-HAVE MARKETING TOOLS

- Business card
- Online presence
- Brand/reputation

connect with us
↓

"You can't build a reputation on what you are going to do."

— Henry Ford

KEY ELEMENTS IN MARKETING

- Visual elements
- Call to action
- Great customer support
- Ongoing effort — marketing isn't a "one and done" task
- Description of the product(s)/service(s) in terms of benefits to customer
- Basic online presence, at minimum

DEVELOP LIFELONG CUSTOMERS AND BRAND ADVOCATES

The goal is to develop customers who will return and advocate for you by referring you to others.

EVALUATE WHAT WORKS

Look for ROI (return on investment) to determine what areas to grow and where to decrease or revise effort.

