

Effective Marketing Tools for Small Businesses

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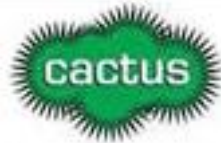


What I want to cover

- What will make your marketing successful
- what makes you and your idea unique
- simple and inexpensive ways to let potential customers know that your business exists
- 15 minute Q&A session



Some of Our Clients



What do I do?

- Work with large and small food businesses
- Offer consultancy on a *per project basis*
- Focus on helping clients capitalise on their strengths and realise their full market potential



Marketing happens, it better if its planned

How you respond to enquiries

How you approach speculative clients

What exhibitions you do

What PR you do

What advertising you do



Successful Marketing

- Marketing not production led – supports your business plan
- Value not price
- Look for gaps and exploit
- Choose the most profitable options
- Find the heavy users – target them first
- Understand customer purchasing cycles
- Keep your promises and over-deliver



First thing....

- Simple business plan
- Key goal for this year
- 3 -4 bullet points of things that must happen to make it possible
- Put it on wall, do nothing unless it helps you meet this goal

Next Step?

- Who am I marketing my product to ?
- What need does my product fulfil for them?
- Or what problem does it solve?

- If you can work this out then you can make a sale and that is your ultimate aim.



Research

- Online
- End consumers- www.surveymonkey.com
- British Library www.bl.uk/bipc
- Trade associations
- Networks – formal and informal



Competitors

- Who are your competition?
Create competitor files: websites, magazines, exhibitions, published information, feedback from suppliers and sales team
- How do you compare with competitors?
- What do your existing customers think?



Customers want...UNIQUE PERSONAL EXPERIENCE



Making your offer Unique

- You sell a higher quality product
- You provide more / better customer service
- You offer a better / longer guarantee
- You offer more choice / selection / options
- You serve a specific demographic group
- You offer a better loyalty reward system
- You have the best after sales service
- What could you offer as a guarantee



Have an Elevator Pitch

- I work with food business on a per project basis helping them maximise their achievements. I specialise in food marketing ,recipe writing and product development
- For help preparing an elevator pitch use [Nigel Risner's short book, You Had Me on Hello](#)



For my marketing to be successful I must.....

Set myself goals

So I can measure and **celebrate** success

Be realistic

How much time can I spend- block out time in diary not running a never ending to do list

Know my budget

nothing is totally free- stamps, paper, phone calls, samples, time

Prioritise

JUST one thing at a time



Getting a name for yourself...

- Basic Website is a must whatever you do
- Spread the word...put your website details on **EVERYTHING**
- Links
- Email signatures
- Business cards



More ways to get your name known

- Planned networking
- Social networking sites LinkedIn, Twitter, Facebook (The Little Book of Twitter)
- Short video clips
- Press coverage
- Local radio
- Get known as an expert



Useful Books

- E Myth Revisited by Michael Gerber
- The Four Hour Work Week Timothy Ferris



What I have covered

- What will make your marketing successful
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