

SMALL BUSINESS: **BIG RESULTS**

MARKETING GUIDE

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1	DEFINE AND DIFFERENTIATE	4
2	STRATEGIZE AND PLAN	6
3	BRAND AND IMAGE	8
4	DIRECT MAIL	10
5	EMAIL	12
6	WEBSITES AND SEO	14
7	SOCIAL PUBLISHING	16
	HYPE MARKETING'S BIG RESULTS TOOLBOX	18



Sabrina McEntee
PRINCIPAL

Good marketing programs are essential; great marketing programs get you results. At Hype Marketing, we know that most small business owners don't have the time to effectively market themselves – plus run their businesses.

That's why Hype Marketing produced “Small Business, Big Results Marketing Guide.” This guide will help you to understand the many varied components that make up a great marketing program, as well as identify new tools that are a good fit for you and your business.

Best of luck as you explore the fundamentals of building a comprehensive marketing program for your business that will get you results.

Sabrina McEntee

DEFINE AND DIFFERENTIATE

Concisely articulating who you are and what makes you and your company different from your competitors are critical and often times overlooked first steps in marketing. The information gained from completing this exercise will keep your marketing program focused and on track. In the end, it takes the guesswork out of your efforts and saves you from making costly mistakes.

WHO, WHAT, AND WHY

- Why are you in business?
- What problem is your company solving?
- What does your company stand for?
- What do you want to be remembered for?
- Who are your main competitors?
- What's the profile of your typical customer?
- What's the best way to communicate to your existing customers and new prospects?
- What is your mission?
- What are your company's values and vision?

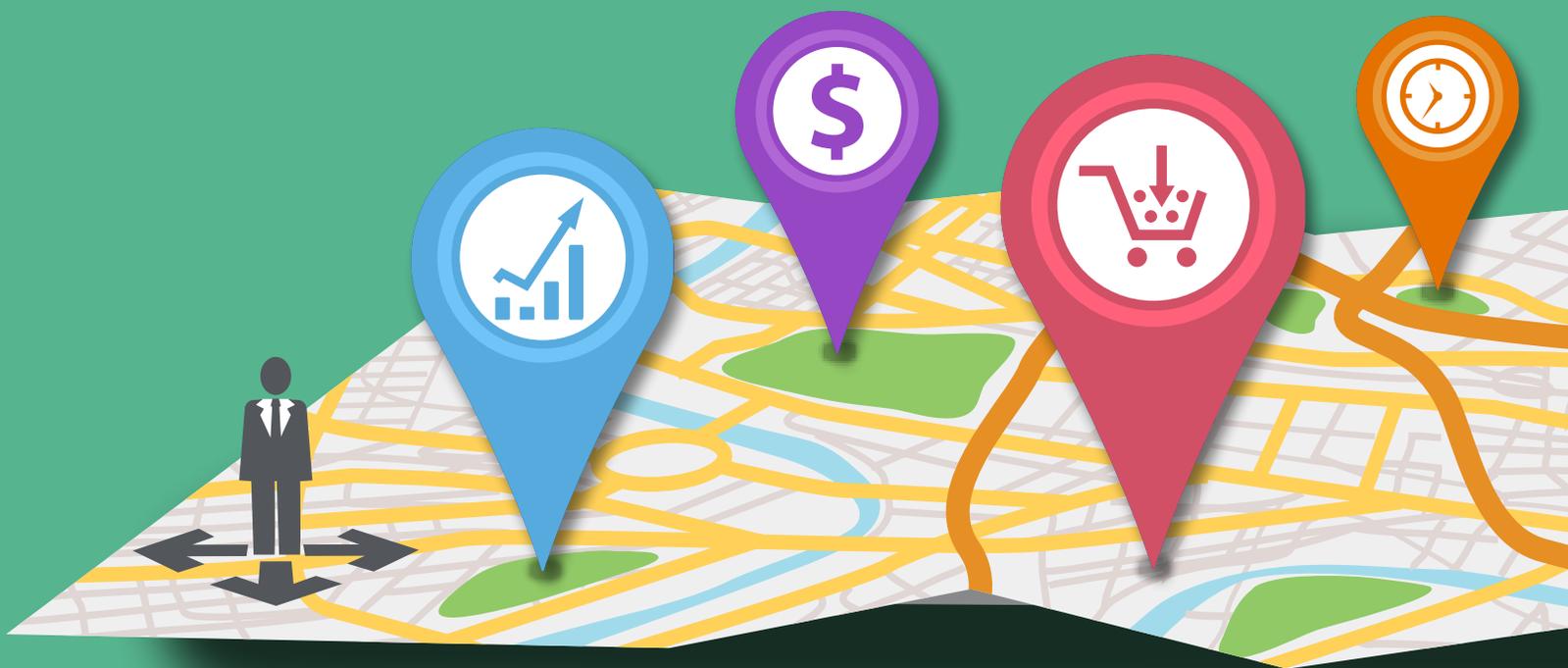


STRATEGIZE AND PLAN

Now that you've articulated your business purpose and identified your targeted customer you're ready to build a marketing plan - a roadmap to your destination of new customers. Similar to a roadmap, before you take off, you spend time planning. You consider your destination, your reasons for going, your time and budget, and the best route.

ROADMAP YOUR DESTINATION

- What are your company's challenges?
- What are the opportunities?
- What are your sales goals for the next six months and one year?
- Where do you see your business in five years from now?
- Are you launching any new products or services?
- What are the ways to contact your existing and potential customers?
- What tools do you use or need to market your company?
- What is your marketing budget?



BRAND AND IMAGE

Your visual identity serves as the foundation of all your communications and sets you apart from your competitors. A dynamic brand will be memorable, timeless, versatile, and appropriate for your business. Branding systems typically include a logo or symbol, fonts, and colors and are applied on all print and electronic collaterals.

SET YOUR BUSINESS APART

- Is your logo less than 5 years old?
- When was the last time you evaluated your logo?
- Is your logo memorable, timeless, and versatile? Does it reflect who you are today?
- Is your logo consistently and appropriately used on all your materials, including on business cards, letterhead, envelopes, sales sheets, product and mailing labels, business checks, purchase orders, invoices, and emails?
- Do you have a tagline that further defines and distinguishes your company?
- Do you have a logo style guide?



DIRECT MAIL

Direct mail remains one of marketing's most traditional and valuable tools. Whether part of an ongoing effort or a one-time special promotional event, direct mail pieces enable you to deliver specific messages to specific people. And that's a powerful approach, because as research shows, the more targeted your message, the more impactful it will be.

DIRECT TO THE MAILBOX

- Do you collect customer contact information?
- How frequently do you send out a mail piece?
- Do your pieces have a call to action?
- Are your pieces graphically appealing and professional?
- Is your logo prominently visible?
- Do you produce a company newsletter?
- Is the design and content of your direct mail pieces impactful?

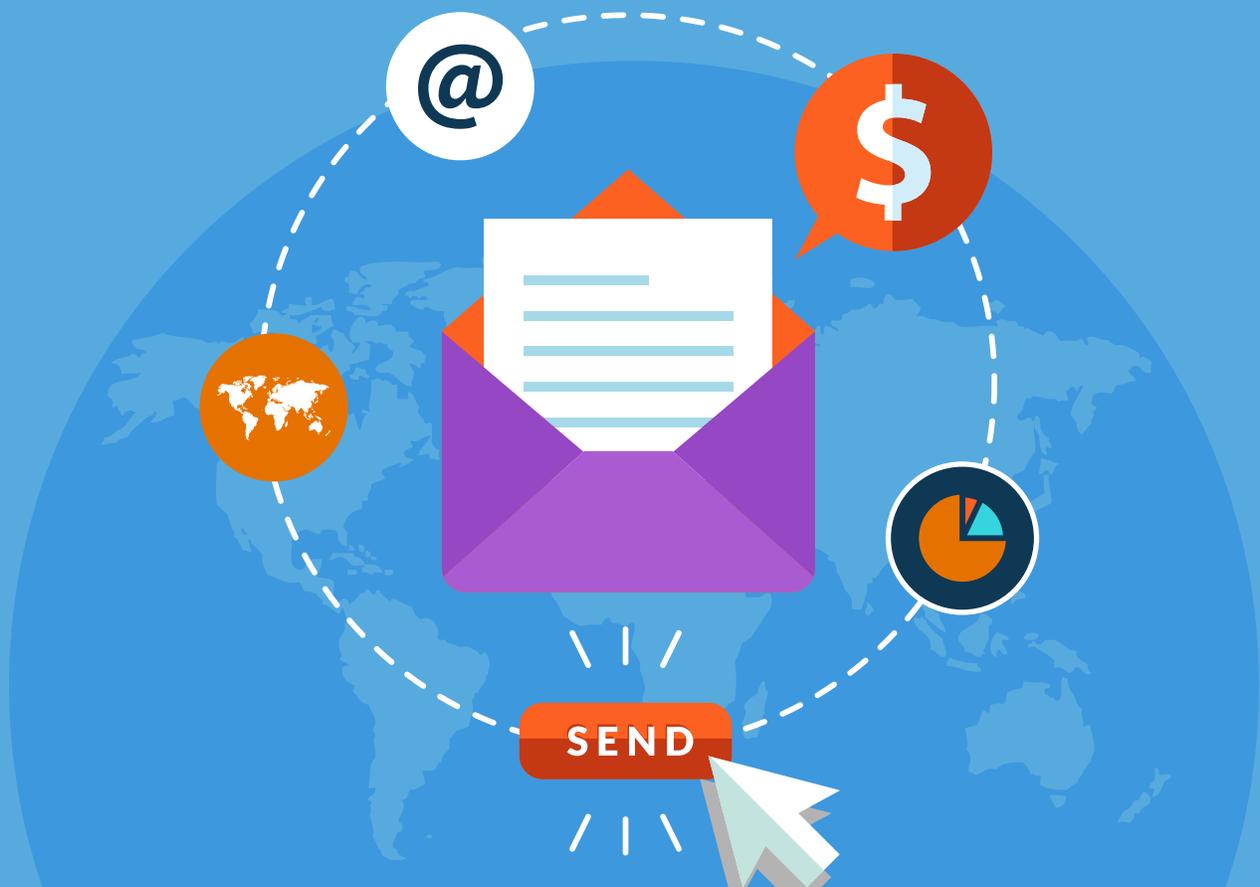


EMAIL

For both companies and consumers, email is quickly becoming a preferred method of contact. The reason is simple: emails are highly interactive and can be launched quickly and inexpensively. However, the challenges of ensuring your email reaches into the inbox of your audience are real. To be effective, emails must be executed using today's best practices.

EMAIL DONE RIGHT

- How often do you communicate with your existing customers?
- Do you have a mechanism in which to collect emails?
- Are your emails professionally written and designed?
- Are they constructed in a way to reduce SPAM classification?
- Do you receive open and click-through reports showing customer engagement?
- Do your emails have a call to action?



WEBSITES AND SEO

Every business - no matter how big or small - needs a website. But, in today's online world, you just can't be on the web - you need to break through the clutter, grab the attention of your customers, and, ultimately, gain their trust and business. Websites need to have great design and functionality, exciting and fresh content, and search engine optimization (SEO).

BREAK THROUGH THE CLUTTER

- Do you have a website?
- Was it created more than three years ago?
- Are you using new functionality trends?
- Is your website continually maintained and updated?
- Is your content relevant and current?
- Are you collecting data on your visitors?
- Can your website be viewed on smartphones, tablets, and desktops?
- Have you performed search analytics?



SOCIAL PUBLISHING

With social media, businesses can go directly to where consumers are interacting or “socializing.” Facebook, Twitter, LinkedIn, and Instagram are exciting tools that – when used correctly – can effectively build a company’s image and loyalty, shape public opinion, and drive word-of-mouth referrals. It’s where you can tell your story unfiltered to prospects.

GO WHERE YOUR CUSTOMERS ARE

- Do you use social media to promote products or announce sales?
- Do you have social media pages?
- Are you posting fresh content weekly?
- Have you added your contacts to these pages?
- Do you have a content calendar?
- Are your pages professionally designed and concisely written?



HYPE MARKETING'S BIG RESULTS TOOLBOX

Hype Marketing was established to serve small businesses. We bring together a team of skilled tacticians, writers, designers, and programmers, who are industry pros in conceptualizing and executing dynamic marketing programs and campaigns that bring results.

With Hype Marketing, you get all of the services you need, without the hassle. Need a copy writer, graphic designer, or web programmer? We have one. Need to figure out how to improve your Google search results? We can help. Want to eblast a special promotion, launch a new logo or website, or send out a postcard? We've got you covered.

Use our Big Results Toolbox to learn how we can get high impact results that are right for your business.

BIG RESULTS TOOLBOX

WHAT'S RIGHT FOR YOU?

- BUSINESS ANALYSIS
- MARKETING PLANS
- LOGO
- TAGLINES AND SLOGANS
- LETTERHEAD SYSTEMS
- BROCHURES
- WEBSITE DEVELOPMENT AND MAINTENANCE
- PRINT AND DIGITAL ADVERTISING
- E-NEWSLETTERS
- PRINT NEWSLETTERS
- SOCIAL MEDIA SET-UP AND IMPLEMENTATION
- SALES SHEETS
- SPECIAL EVENTS
- SIGNAGE
- DISPLAYS
- POSTERS
- FLYERS
- POSTCARDS
- PROMOTIONAL ITEMS

We're hyped about helping your business grow and succeed.

LET'S GET STARTED TODAY!

201.819.5188

hypemarketingagency.com

