

SMALL BUSINESS MARKETING BASICS

STUDY GUIDE – www.IdeaBoxResources.com

Research, Planning & Competition

Develop a Clearly Defined , Unique Selling Proposition

Why Would People Choose to do Business With You?

Who Are Your Customers?

What Do They Need?

Talk is Cheap, Prove It To Them

How???

Show Them-Educate Them-Prove to Them

Sell Benefits...not Features

Follow Up....Important?

Researching....why do it?

Primary Data...what is it...how does it work....

Secondary Data....

Quantitative & Qualitative Data....why is that important?

Geographics

Demographics

Psychographics

Customer Database Research

Who are your customers?

Surveys

Informal Surveys

Formal Surveys

Mail Surveys

Ballot & Comment Surveys

Telephone Surveys

Online Surveys

In-Person Surveys

Focus Groups

Look Out The Window

Help with Research

Customer Demographics Questionnaire

Target Customer Profile