

### Attracting Your Target Market:

- Stay on top of trends that might impact your target market, product or promotion strategy.
- Collect competitors' ads and literature; use them for information about strategy, product features and benefits that will help your advertising campaign.
- Read market research studies about your profession, industry, product, target market groups.
- Explore possible new markets that fit your business.
- Sponsor events which your target market attends.
- Advertise during peak seasons for your business.
- Advertise in a specialty directory or in the Yellow Pages.
- Consider non-traditional tactics such as bus backs, billboards, and popular Web sites.

### Communicating to the Market:

- Business cards aren't working for you if they're in the box. Have at least a handful of business cards on you at all times. Give prospects two business cards and brochures -- one to keep and one to pass along.
- Produce separate business cards/sales literature for each of your target market segments.
- Create a web site that is attractive and innovative that invites interaction with the website and user.
- Use colored or oversized envelopes for your direct mailings. Or send direct mail in plain white envelopes to pique recipients' curiosity.
- Announce free or special offers in your direct response pieces.
- Include the free or special offer in the beginning of the message and also on the outside of the envelope for direct mail.
- Publish a newsletter for customers and prospects.
- Include a postage-paid survey card with your brochures and other company literature.

### Media Relations:

- Send timely and newsworthy press releases as often as needed to local and state wide newspapers.
- Publicize notable milestones in your business, such as 100th customer or employee of the year.
- Write a letter to the editor of your local newspaper or to a trade magazine editor.
- Consistently review newspapers and magazines for possible public relations opportunities.
- Create your own TV program on your industry or your specialty. Market the show to your local cable station or public broadcasting station as a regular program.

### Customer Relations:

- Use an answering machine or voice mail system to catch after-hours phone calls. Include basic information in your outgoing message such as business hours and location.
- Ask clients what you can do to help them.
- Send hand-written thank-you notes.
- Send birthday cards and appropriate seasonal greetings.
- Take clients out to a ball game, a show or another special event.

### Networking and Outreach:

- Join a Chamber of Commerce or other organization.
- Join or organize a breakfast club with other professionals that are not your competition to discuss business and network referrals.
- Serve on a city board or commission.
- Sponsor an "Adopt-a-Highway" area in your community to keep roads litter-free.
- Volunteer your time as well as a few employees to a charity or non-profit organization.
- Donate your product or service to a charity auction.
- Sponsor or host a special event or open house at your business location in cooperation with a local non-profit organization.