



ausBIZ

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THE BUSINESS NEWSLETTER FROM AUSWILD & CO
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DO NOT OVERLOOK THESE MARKETING TACTICS

As a business owner, do you feel pressured to tweet on Twitter? Post on Facebook? Pin to Pinterest? Re-gram on Instagram? Are you still trying to learn how to get your website found on Google? And why, oh why, can't you get your good reviews seen on Yelp?

In the frenzy for sexy new digital marketing, it's easy to overlook some tried-and-true marketing strategies. But traditional marketing still works.

In this month's **ausBIZ**, we take a look at six marketing tactics that can still get customers in your door and boost sales. Marketing tactics you probably knew once – and have forgotten. And the best news? They're low-tech, low-touch, and low-cost:

Business cards: Your business card may be your smallest marketing vehicle, but it's also your most important. Customers and prospects hold on to business cards. Make sure they have all your vital contact info (including your social media handles). If possible, add one brief line telling people something crucial about your business. Carry your business card with you at ALL times.

Want to bring your business card into the 21st century? Take a look at a new product from a company called VICE. They make a contactless business card that will drop your information to a customer's mobile telephone.

Signs: Whether it's a sign over your front door, on the side of your van, or on a billboard at the side of a road or a neon one in the city, signs get people's attention. Unlike social media, which constantly needs to be updated, you design and invest in a sign once, and it stays around a long time. Signs can be effective inside your place of business too - like the sign in a restaurant that says, "Host your next party here" or "We do catering."

Brochures: Think these are old-fashioned? Well, customers still like to get a succinct overview of your business, including your services or products. Brochures are great to give out at business mixers or trade shows, but they also work with current customers. Brochures can be inexpensive, so you can be generous in distributing them. Get template brochures at a number of online print sites or get a custom brochure designed.

Advertising specialties: No doubt you would have a magnet from a tradesman on your refrigerator, or a beautiful calendar from your mortgage broker on your wall, and a freebie mug from some business on your desk. All these freebies – known as advertising specialties or promotional items - keep a business' name and contact info in front of you. Give-aways are effective little advertising vehicles that most small businesses forget to use.

Sales materials: Sales sheets, price lists, product specification sheets and catalogues help you close the deal. They're primarily used at the time or point of sale, often given by a salesperson to a prospect, and provide the information and details prospects need to make purchasing decisions, as well as to motivate them to choose you over a competitor. Sure, these may be boring, but they work.

Newspaper ads: Are print newspapers dead? Look around at any Starbucks or café, and you'll see people reading them. Go for a walk around your neighbourhood in the morning and see how many houses still have the daily newspaper delivered. Newspaper ads are still effective, especially when you announce sales or offer discount coupons. Your local newspapers target the people you want to reach - your local customers, and they put your message in front of people when you've got their attention.

It's only natural to be excited about new marketing techniques - such as social media - and they work. But don't forget the tried-and-true tactics that can grow your business right now."

Adapted from an article originally published in USA Today by Rhonda Abrams. Author, entrepreneur, and USA Today columnist, Rhonda Abrams is widely recognised as one of the foremost experts on small business, entrepreneurship, and business planning in USA.