



Marketing Do's and Don'ts

One of the most difficult tasks for a new business is determining how to market their products or services to the right people. The reality is that there is probably no absolute right or wrong way to do this, but in the interest of providing some advice, here are some basic dos and don'ts.

Do:

- Research if other companies are providing similar products or services for customers, and at what prices.
- Make sure the market for your product or service is large enough to provide you with a customer base to support your business.
- Price your products competitively with other providers.
- Keep your marketing pitch simple. One sentence or phrase if possible.
- Ensure that your product or service can deliver on any promise or features you use to sell it.
- Use your product's packaging to communicate with your customers.
- Have well defined marketing objectives before you start, and a budget that matches the market you are trying to reach.

Don't:

- Try to sell your products or services to everyone. Be clear on who your customers are.
- Assume that all consumers will purchase your products or services for the same reasons. Vary your marketing message, or make it too broad.
- Expand into new markets before exploring all possibilities within your current customer base.
- Overdo promotional pricing or special offers as they can affect how customers may perceive the value or quality of your products or services.
- Package your products in a way that conflicts with the image of your company.
- Market your products or services to the wrong audience. If your market is a business owner, don't send advertising promotions to an employee manager.