



Marketing Your Small Business For Dummies (For Dummies Series)

Carolyn Tate

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Created especially for the Australian customer!

Attract customers and ensure the ongoing success of your small business with this no-nonsense guide

Whether you own a bakery or a boutique, a plumbing or a finance business, this book gives you straightforward strategies to find more prospects, build your customer base and secure market share. Small-business guru Carolyn Tate empowers you to apply hundreds of high-impact and creative ways to market your business without breaking the bank.

- **Know your target market** — identify your ideal customers, and what, how and why they buy
- **Develop business and marketing plans** — learn how to create them and why they're so important
- **Build effective databases** — develop a database that creates business for you, without the headaches
- **Solidify your branding** — create a unique brand and keep it fresh and exciting
- **Understand the power of advertising** — assess if it's right for your business and how to pick the right strategies
- **Master publicity** — get your business in the media with the right message
- **Implement relationship marketing** — develop and maintain networks to create new opportunities
- **Embrace websites and online marketing** — build a website that drives customers to you, and use online tools and search engines to generate business

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