



## Marketing Info

### Small Business Owner Reflections

- Didn't do enough marketing and promotion (32%).
- Hired a friend or family member who was less costly, rather than the right person for the job (24%).
- Didn't have the right tax and/or legal support (19%).
- Didn't invest in enough or the right technology (15%).

When asked what positions small businesses for success against competitors large and small, more than two thirds (68%) of small business owners said service is their key differentiator, followed by expertise (46%) and price (40%).

Source: Bank of the West, survey of 504 small business owners

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## How To Grow A Small Brand

Budgets are tight for small businesses and growing a brand is an expense they can't waste on misfires.

Here are some suggestions for growing your brand(s) with limited resources:

1. Keep your number of brands and sub-brands to a minimal.
2. Make sure you understand the importance of each brand and where it works best.
3. Eliminate non-contributing brand names or brand names that undermine popular brands within your offering. Brands must earn their keep.
4. Keep brand names and quality aligned.
5. Words and visuals should be consistent and aid in recalling the same brand name.
6. Make sure your promotions/advertising are big splashes in your targeted pool.
7. Be unique in how you communicate your brand names.
8. Employ both push and pull strategies within the same campaign whenever possible, this should cause customers to ask for the product/service and entice sellers to promote it.
9. Put your brand everywhere consistently, you will grow tired of it but most people still won't recall it. Don't fall out of love with your brand(s) or its identity too soon.
10. Partner up with stronger brands to build your brand.
11. Know how customers are using and referencing your brand, you may need to adjust your name or design to their definitions to increase growth, ease and speed. Remember Kentucky Fried Chicken-KFC.
12. The brand must walk-the-talk, perform as expected and promoted.
13. Limit brand extensions if you do any, this is when you use your brand on other products outside of your original specialty or on other products within the same category. How many versions of the same brand of toothpaste do we really need?



# Guerrilla Marketing Trade Show Tips

- Read about the attendees and exhibitors at the trade show website to confirm if it's the right trade show for your products/services.
- Work begins prior to the show by sending invitations to all of your prospects; don't forget to include your booth number so they can find you and why they should stop by.
- Go to the show with a definite goal in mind, otherwise you spread your resources too thin or you confuse everyone with too many mixed messages. So know if you are going for sales or leads, to introduce a new product, to expand into new markets, or to penetrate your existing market.
- Design your display to blend with your current marketing theme and identity. Keep the booth open to encourage visitors and include a hands-on demo whenever possible to increase interest.
- Make sure you have the right people staffing your booth; they should have product knowledge, be friendly and professional.
- Wow the key audience with exceptional attention on their way to the show, at the booth, after show hours with what is acceptable for their tastes and company policies.
- Promotions at your booth in drawings or freebies works well to draw a crowd, especially when you are new or competing for attention from a key audience.
- Remember booth visitors give you about 15 minutes per booth stop, so be careful how that time is spent and 20% of visitors make up 80% of your sales usually. So qualify those leads and work smart.
- Follow-up and thank the people you met with at the show.

Source: The Guerrilla Marketing Handbook, Jay Levinson & Seth Godin

## Recent Marketing Materials by NSM



Post card for upcoming show in New York, Brazil trade show booth