

Marketing on the Cheap



[enlightened marketing]

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Whether you are just starting your business or are facing the challenge of being asked to get more done with fewer resources, generating awareness and revenue doesn't need to break the bank. Just don't forget to reinvest in your brand when money starts rolling in.

positioning – establish your brand

Your customers want to simplify their lives. If you don't give them an easy way to differentiate you from your competitors, they're going to base their decision on price. That's what makes your brand a powerful tool for revenue generation.

- **Figure out what you stand for** - There is something that is amazing about you/your organization that is compelling to your target audience, and unique from your competition. Take the time to figure out what that is.
- **Show a consistent face** - Look beyond your logo for ways to illustrate your unique positioning. Get creative with your business card, voice mail recording, and email signature.

passive – make it easy to find you

All of the promotion in the world won't help you if there's nothing to find when someone goes looking. Before investing in outreach, make sure it's easy for your target audience to find information about you.

- **Create a website** - Moderate computer savvy and patience can get you a functioning website for as little as \$100. Look for proven, free tools like SquareSpace, Yahoo Small Business and others.
- **Build a social media presence** - While there's no monetary cost, social media is a relationship-building tool that requires a significant time commitment.
- **Get on the map** - If building and maintaining a website aren't feasible for you, make sure, at the very least, you utilize the free online listings available to small businesses: Google Local Business Center, Yahoo Local, Bing Local, etc.
- **Put out a flag** - If you have a physical location, make it easy to find with signage, simple directions, and introductions at other, local businesses. Ask customers that come through the door about the process of finding you.

promotion (part 1) – become the expert

By positioning yourself as the "go-to" person in your area of expertise, you can put yourself top-of-mind with your target audience and facilitate referrals.

- **Produce content** - You're an expert in something - use that knowledge to your advantage by creating content that your prospects would find valuable (e.g. a video, article or podcast).
- **Push your content** - Engage your target audience through webinars, email newsletters, and presentations.
- **Offer your opinion** - Subscribe to media lead sites like ReporterSource.com to get interviewed for mainstream media. For online content, track coverage on topics that are relevant to your business using a free service like Google Alerts, then offer your opinion, when possible and appropriate.

promotion (part 2) – introduce yourself

In an age of relationship marketing, feet-on-the-street can go a long way to raising awareness and driving revenue for your business.

- **Network** - These events are crowded with sales pitches. Differentiate yourself by starting with questions, listening and following-up.
- **Pick up the phone** (not for the faint of heart) - You need thick skin to cold call, but if you define success (a meeting?), and set reasonable expectations (1 out of 100?), it's better than wondering why your phone isn't ringing.
- **Find complimentary businesses** - Work with other businesses to expand your reach and provide adding benefits to their customers.
- **Donate your time** - If you find free time in your calendar, use it to help non-profits that could benefit from your expertise while you build your portfolio.



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experience

With a degree in finance and a passion for marketing, Sara created a diverse career that included work in marketing departments as well as agencies. As marketing evolved, she learned how to apply traditional and emerging marketing tactics to get the maximum effect.

During that time, Sara became frustrated by the lack of resources - whether it be independent contractors or “full-service” agencies - that applied market intelligence and a broad range of tactics to promotional initiatives. To fill the void, she started *skaworks*, providing impactful, strategic marketing services to businesses throughout New England.

She brings her broad experience and skill set, as well as her insatiable appetite for success to every *skaworks* project. And each initiative is supported by a diverse and talented group of graphic designers, web developers, copywriters and print specialists.

what we do

Sounds cliché, but at *skaworks* we like helping clients achieve their business goals. We endeavor to attain those goals by applying market intelligence and pulling from a full toolkit of tactics, including:

- advertising
- branding
- collateral

- direct mail
- email marketing
- market research
- event marketing
- pay-per-click/search engine optimization
- public relations
- website design

our approach

What does our tag line, “enlightened marketing” really mean? Every business has an 80/20 rule. At *skaworks*, we believe the 80/20 rule in marketing is that folks usually spend 80% of their time focusing on the piece that only has 20% of the impact: design.

Marketing is about saying the right thing,

to the right people in the right way. If you’re not doing that, the best design in the world won’t save you. By including *skaworks* in your marketing planning and execution, you can make your initiatives more effective. And who couldn’t use a little more bang for their buck?

contact us

Talk to us about your under-appreciated company, the exciting product you plan to launch, or whatever is on your mind. Even if it’s beyond the powers of marketing, we promise to listen.

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