

# CONQUER THE TOP 6 SMALL BUSINESS MARKETING CHALLENGES

WHATEVER INDUSTRY YOU ARE IN YOU ARE LIKELY TO ENCOUNTER THE TOP 6 MARKETING CHALLENGES FOR SMALL BUSINESSES By Patrick Zuluaga, PMZ Marketing

As a small business what can you do? You will have a limited war chest of marketing dollars or even marketing staff at our disposal to tame these challenges. Like most small businesses you will be faced with other priorities from all aspects of operating a business and will struggle to find the time to do any marketing at all. That is until you realise that sales are not growing to the levels that you want or worst you are faced with declining sales.

This guide will tackle the key marketing challenges revealed in an online survey conducted by PMZ Marketing and will offer some very practical guidance that will help you improve your efforts for better marketing results.

## Marketing is Business Development

Let us understand that marketing generates business development opportunities. This is the end-objective of marketing to build qualified prospects that convert into sales revenue. You must make the time for marketing or face closing your business. Marketing does not have to be complicated or time consuming. Every small business must develop a marketing engine or process that can be managed and fine-tuned with a planned effort of a couple of hours per week.

Now let's get started and tackle those top 6 marketing challenges for small businesses:

### 1. Defining Target Markets

Who are you targeting and where can we find them? Basic stuff, but the very foundation of your marketing starts here.

### 2. Increasing Repeat Business

The ability to deliver to the satisfaction of your customer is the threshold level to remain in business. Make sure you deliver. That said - you need to give them a reason to come back for more!

### 3. Getting Consistent Referrals

People generally want to help so why not ask them for their help in getting referrals? Small business owners and managers agree that referrals are important to their business but so many are hesitant to openly ask for referrals.

### 4. Increasing Sales Conversions

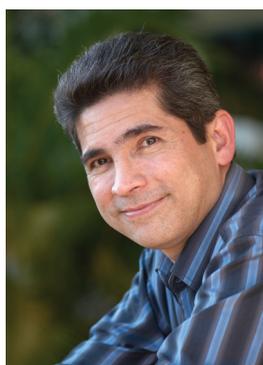
Make sure you make a relevant and attractive offer to your target market that requires a decision to be made by the recipient.

### 5. Finding Time & Resources for Marketing

Can you afford to let your sales opportunities run out? Absolutely not! The fact is that you simply can not afford not to invest the time and resources into marketing.

### 6. Developing a Marketing Plan

Everyone seriously in business must have a marketing plan to support their business objectives. There are numerous sites on the Internet that can provide marketing plan templates. Download some to give you an idea of what you need to think about. Keep it short, not more than three pages.



Patrick Zuluaga has more than 20 years experience in marketing and business development roles with Australian and international companies

I appreciate your feedback and would like to hear from you on how you are handling these marketing challenges, send your comments to [patrick@pmzmarketing.com.au](mailto:patrick@pmzmarketing.com.au).

You can reach Patrick on 0403 436 889 or email at [patrick@pmzmarketing.com.au](mailto:patrick@pmzmarketing.com.au) or visit [www.pnzmarketing.com.au](http://www.pnzmarketing.com.au).

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