

MARKETING BASICS: Getting Started

LOGO DESIGN

Your logo is part of you and your business. It is often the most recognisable element of your business' identity, so you should take some time to consider options and try to envisage how it will be used and what it will look like when it is used in different applications.



BRANDING

Colours, tone, typography, layout and images all create a perception of your business. How do you want to be seen?

YOUR TARGET MARKET

Do some research into who you will be targetting and ask questions like what do they like, how do they make their buying decisions and why do they need what you are offering. The answers to these probing questions will encourage you to put yourself in the seat of your ideal customer and make decisions for *them* and not based on what *you* like.

SOCIAL MEDIA

The power of social media can be transforational for businesses. By embracing this medium, you enable your business to join in with the communities that are important to your potential customers, engage with them and give them an easy way to reach out to you.

WEBSITE

Your business' window to the world. This is often the first glimpse of your business that your potential customers will have - so impress them and allow them to quickly get a feel for who you are, what you do and how you can help them. Make it easy for them to find what they are looking for and give them clear directions to contact you.



BLOG

You are a subject matter expert, so share the knowledge. A blog is great way to communicate with your audience.

BUSINESS CARDS

Some may consider these a bit old fashioned, but some businesses will expect to be presented with a business card either at the beginning or the end of a meeting - so don't disappoint.



BRANDED COLLATERAL

A well thought through brochure or flyer can clearly present your business to prospective customers.