

New business: marketing essentials

If you are a new business, or a small business, or any business at all, there are a couple essentials for your marketing. I am assuming you already have a business name and have done all the necessary paperwork to get yourself set up.

The number one item you need is a website. Buy your own domain. If you can't afford a fully designed website you can use templates through vendors such as Network Solutions or Go Daddy. If you are more technologically inclined, you can use WordPress, but host it at your domain name. Your website, at minimum, should answer these questions: who are you, what do you do, why should anyone hire you or purchase your product, how to reach you. If you are a restaurant or deal with the public, include your hours and directions to your location. Remember, this is a minimum. If you are a restaurant, you could also include menus. Service businesses could include case studies, client lists, testimonials.

The number two item you need is business cards. You can get them for cheap or you can have them professionally designed. Whatever you do your business cards should have your name, primary phone, website URL and email address (preferably at your domain).

If you have money or a good friend who is a graphic designer, get a logo and letterhead package done.

Once you are set up, you may consider developing a tagline or a slogan for your business. Use it on everything.

These are the essentials. There are plenty of other marketing communications collateral materials you could develop for yourself, including brochures, ads, press releases, white papers and so forth. You also have to think about your social

media strategy: Twitter, Facebook and LinkedIn for starters.

Start with the essentials. Work from there.

If you want help figuring out what marketing materials you need, contact me.