

Small Business Center at Forsyth Tech “Increasing Business Success”

Marketing Strategy Tips

In my previous article, I discussed the importance of Customer Experience. The theme of the Small Business Center in June was Customer Experience. We strongly believe that businesses often fail because they do not focus on providing the best experience possible for their customers. We all have choices about how and where to spend our money and our time.

This month, I want to discuss a few Marketing Strategy Tips. Marketing is all about connecting with our current and potential customers. Everyone knows that marketing is important, however, we need to be more strategic in our approach. The Small Business Center recently conducted a small business roundtable to explore marketing. Here are a few things that we should consider:

1. Know your targeted customer - Many business owners don't give much thought to the customers most likely to value the products and services that they provide. We must be specific in identifying our potential customers.
2. Understand what they need to hear - Our marketing messages should not only explain what we do. We must send messages that potential customers need to hear in order to select us as the best alternative.
3. Simplify your message - We must avoid overcomplicating our message of value. If we want people to get it, let's make it easy for them to do so.
4. Determine the most effective channel - We must learn whether our potential customers want to be reached via social media, direct mail, in person, or in other ways. We must also consider costs associated with various marketing tactics.
5. Listen for connection clues - We must assess what works. We should ask people how they found out about us and what drove their decisions to take action.
6. Follow up - When potential customers express interest in our businesses, we must provide more information. We must offer additional ways for them to learn more about the value that we can provide to them.

You can learn about many opportunities to enhance your business by visiting our website or participating in our educational events. We want to help you to achieve your dream of starting a new business or realizing more success if you already own a business. Our team has the experience and expertise to help you to overcome most challenges that come your way. You may learn about our services and clients at www.forsythtech.edu. Feel free to stop by our office at 525@Vine in Wake Forest Innovation Quarter just east of the heart of downtown Winston- Salem. You may also contact us at SBC@forsythtech.edu or by calling (336) 757-3810.

The objective of the Small Business Center at Forsyth Tech is to help small businesses succeed by providing high quality, readily accessible assistance to prospective and existing business owners in Forsyth and Stokes counties. Our motto is “Increasing Business Success,” which describes our commitment to clients. The N.C. Community

College's Small Business Center Network assists in starting an average of more than 700 businesses each year and the centers have an economic impact in 90 percent of all N.C. counties each year, helping to create and retain over 3,800 jobs annually.

Article appeared in Black Business Ink.

If you are an entrepreneurial thinker and would like more information about starting or expanding a business, contact the Forsyth Tech Small Business Center for information, including small business educational events and one-on-one mentoring.

Phone: 336-757-3810

Email: sbc@forsythtech.edu

Address: 525@Vine Street Winston-Salem, NC 27101

Website: <https://www.forsythtech.edu/courses-programs/for-businesses/small-business-center/>

