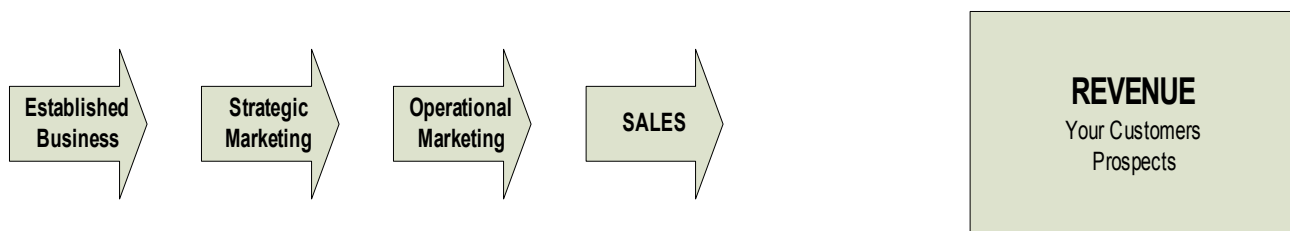


## OPERATIONAL MARKETING

In a previous article you read about Strategic Marketing, the work you do once or twice a year to develop your annual roadmap of marketing. This month we are addressing the day to day part of your marketing plan, Operational Marketing or as I sometimes refer to it, Functional Marketing.

In a small business we want to ensure you fully understand the marketing part of your business because without marketing you will have no sales. With no sales you have no business. In the context of your business – **Marketing Generates Leads!** Yes, it is that simple, there is no mystery or magic here. Leads are generated and handed off to Sales and **Sales Qualifies Leads and Turns Them into Customers.**

As you've read in this publication previously, Business is simple! Business is a set of simple processes running at the same time. Each process supports the others and none of them are complicated. However, it is our job as "people" to make things as complicated as possible so we do just that. Our job here is to get us all back to simple.



There are many tools available to accomplish the Operational Marketing of your company. The challenge is always which ones work for your business? The fact is there is no "one way" for you to market your company day to day.

### **Remember, what makes business difficult is people!**

What works for your company may not work for someone else doing exactly the same thing because different people are involved. It is wise to determine what types of day to day marketing activities are comfortable for you. Not everyone can sit down and make cold phone calls, and not everyone is comfortable in a crowd at the local chamber of commerce business after hours events. Not everyone is an excellent letter writer or brochure developer. However, don't miss the point that you are good at some of the things needed by your business. All you have to do is figure out what you are best at.

### **Everyone in a business brings something to the team!**

Some of the most common means to obtain leads include:

- BRS Directory on the [www.businessresourcesystems.com](http://www.businessresourcesystems.com) web site
- News Releases
- Chamber of Commerce Events and Leads Groups
- Make a list of everyone you know and send them a letter, flyer or call them

- Keep your customers happy and they will refer people to you
- Coupon programs that reward your customers for referrals
- Coupon programs that provide discounts to first time users of your products or services
- Free promotional items when someone tries your company the first time
- Direct mail campaigns
- Keep in mind in advertising, if you cannot afford to send it 6 times, save your money until you can
- If you cannot accurately monitor the results of the advertising – DON'T DO IT!
- Network with other companies who provide products or services complimentary to yours so you can cross-refer

**80% of your annual revenues should come from your existing customers!**