

## Marketing

**“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself”** Peter F. Drucker

Marketing is absolutely essential to all businesses — we all ‘sell’ something. However, how well do we really know our customers, the companies and consumers who buy our products or services? In today’s uncertain economic climate, there is only one thing we can be sure about and that is - that things change! Not only is the market constantly changing but also the attitudes and buying patterns of our customers.

It is essential then that we look at the products / services we are selling and really understand who we are selling to and more importantly who we should be selling to!



Have you revised or looked at your marketing recently?

### *How can we help to make your marketing more effective?*

We, at FBA, can help you to revise your marketing and marketing effort. This will not only maximise your sales and potential sales but will also ensure your business for the longer term. We do this by making sure that you are selling the ‘right’ products to the ‘right’ target market and utilizing the ‘right’ communications to your customer.

Our ‘back to basics’ approach includes the following:

- ◆ Discovering the ‘*Unique Selling Proposition*’ for each of your key products
- ◆ ‘*Positioning*’ each product/service, including a recommendation on pricing
- ◆ Identifying your *Key Target Market* and recommended market segments
- ◆ Creating a “*Core Message*” for each of your key products / services
- ◆ A Recommendation on the right means / media to *promote* your products / services (including a revision/ establishment of your website)
- ◆ Specific examination & recommendation on your *sales process & sales team*
- ◆ Making an *Action Plan* as well as Promotional & Budget Schedules
- ◆ And importantly - ‘rolling up the sleeves’ to help with *specific action to execute* all of the above.

*Make use of us now – remember the right marketing is the only way to create a constant stream of sales leads!*



*E: [enquiries@focusbusinessadvisers.com](mailto:enquiries@focusbusinessadvisers.com)*