



**SS17 styling tips for SME marketing from the Smart Brown Dog. We think if you slide onto the SS17 scene having covered off these 6 areas you will soon see the results.**

**Know your audience.**

Analyse and define your target audience. Who are they, where are they, what are their interests, how old are they, what else do they buy, by understanding your audience, you can ensure that your marketing campaigns are relevant, visible and successful in hitting that customer sweet spot.

**Shout louder through association.**

Think about who you can partner with to achieve a greater marketing reach for both parties. If your selling beach holidays partnering with a swimwear company that reflects your brand values could be a great move for both companies or bundling your organic soups with artisan breads could be a winning combination on Ocado. Think about what your potential clients will buy as well as your goods or services. Seek out the right SME's and talk about how working together could really deliver that win-win.

**You can't be on every channel.**

Well you could but it would be very expensive and a huge waste of time and energy. It is back to knowing your customer base and understanding your product. If your business is B2B you may find that Facebook just doesn't work for you, whilst LinkedIn could be the perfect place to extend your reach. A small retail brand may have an Instagram, Pinterest, Facebook, twitter and google+ account (and thinking about adding snapchat!). With this mix you are likely to be hitting the same customers multiple times., nothing wrong with that but again very heavy on your resources (time and money) Use tools such a Hootsuite to manage multiple channels and be strategic, think about which channels work for your customers

**Look after your current customers, you will miss them when they are gone!**

A customer who has purchased from you previously is highly likely to buy from you again. Don't spend all your marketing effort running after new customers, love the ones you have. Talk to them, incentivise them to buy again (and again), love them a

little and make them feel special. Your very best customers could become your advocates and there is nothing more powerful than advocacy to promote sales.

**Be strategic; measure, analyse, budget and experiment.**

The building blocks of great strategic marketing is working to a marketing plan that reflects the strategic aims of your business, to agree and manage a budget reflected in that plan, to measure and test the activity to understand how successful a campaign has really been and to be ready to try something new in a managed environment.

**Right people, right skills, right technical solutions and right culture.**

The 4R's. Small and large businesses alike have the challenge of lining up the 4R's. Perhaps in an SME this feels more of a challenge, the culture of your business is heavily influenced by what you and your fellow director/partners/owners do and say. Create a business that people want to be part of, where hard work and success is rewarded and opportunities for learning and development are many. Find the skills and solutions you need to grow your business, you really can't do everything, you can limp along with the wrong systems and processes but this will damage your growth and the company's profitability. This is true in the marketing space as much as any other. Good websites, great CMS, outstanding customers comms, great design, thoughtful social campaigns and an openness to embrace some of the old favourites of print and direct mail.

Well we all love receiving a Birthday Card, don't we?

Susie Hudson.



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