



OCTOPUS
MARKETING

How to market your business
...on a small budget

Effective marketing ...to promote your business

Marketing is an essential way to promote your brand and generate sales leads. But, in our experience, many generally smaller businesses struggle to commit precious funds to marketing activity. Thankfully, there are plenty of ways to raise the profile of your business without breaking the bank.

The ideas in this booklet work, but they can take time to pay off. Sales experts Salesforce estimates it takes six to eight touches to generate a viable sales lead¹, so don't give up. Also be aware that, while all of these ideas are either free or cheap, they can be costly in terms of your time and effort. Outsourcing some or all of your marketing activity may prove more practical in the long run.

OCTOPUS delivers low-cost, effective marketing support, and we have lots of ideas on how to get the most out of your budget – so ask us to help you.

1. <https://www.salesforce.com/blog/2015/04/takes-6-8-touches-generate-viable-sales-lead-heres-why-gp.html>

Idea #1

Create a striking brand

Start by understanding the image you want your brand to convey, based on the service or product you're selling. Use design, colour and an engaging tone of voice to create an image that's modern, current and appealing to your target audience so that they are engaged from the offset.

Idea #2

Publish regular content

Posting regular blogs and other content, such as free guides, on your website is a great way to keep it up-to-date and your target audience interested. Use the same content to feed your social media channels, providing a sense of your brand identity and company personality through your posts.

Idea #3



Send regular, engaging emails

Emails allow you to share regular updates with a potentially large audience and you can use the reporting functionality to schedule follow-up activity. Remember to stay on the right side of the law by using GDPR compliant data and decide what frequency is right for your audience so that you don't become intrusive.

Idea #4



Mail attractive postcards

Branded postcards are surprisingly affordable to design and print and will make a real impact on your contacts because they stand out. They can be used instead of business cards, to provide more information about your business, and as useful give-aways at meetings and events.

Idea #5



Pick up the phone

Don't hesitate to call your target prospects and ask about their business needs. And when it comes to existing clients, regularly touching base is a good way to deepen those relationships. You'll be surprised at how much business can be generated just by opening up dialogue – you may even gain some referrals!

Idea #6

Network, network, network

Find free or low-cost local business groups where you can meet new people and expand your network. People buy from people so you need to become known on the local business scene. Daunting as it may seem, after the first few networking events, you'll be more confident than ever.

Idea #7



Deliver a speech

You may choose to host your own seminar, partner with another business or identify a speaker opportunity at a networking event where all you have to do is turn up. Whatever the scenario, you'll have the opportunity to present on a topic whilst at the same time publicising yourself and your business by sharing knowledge.

Idea #8



Reach out on LinkedIn

In our opinion, LinkedIn is the most powerful business-to-business networking tool. Make new connections and reach out to people you already know – ask for a coffee or a telephone call to find out how you can help each other. You'll be amazed how receptive your connections will be to a personalised message.

How can we help?

Discover how **OCTOPUS** can manage your marketing strategy and help you build a healthy pipeline of sales opportunities.



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