

Business Sense

FORT COLLINS PUBLIC LIBRARY

Volume 8, Number 2, February 2005

Marketing Tips for Start-Ups



Marketing is more than just advertising and public relations. The following web sites offer a wide range of marketing information for business start-ups.

- **Marketing for Small Business: An Overview**
<http://www.sba.gov/managing/marketing/market.html>

Modern marketing programs are built around the "marketing concept" and performance, which directs managers to focus their efforts on identifying, satisfying and following up the customer's needs: all at a profit. This Small Business Administration site covers the basics of marketing. This site includes links to other marketing articles, such as "100+ Marketing Ideas."

- **American Marketing Association**
www.marketingpower.com/howto.php

The American Marketing Association offers this free* site of links to best practice papers and free webcasts of marketing seminars. Some of the topics include Advertising, B2B Marketing, CRM/ Directing Marketing, Consumer Promotion, Internet Marketing, Marketing law, Marketing Research, Marketing Strategy, New Product Development, Public Relations, and Sales. The webcasts are in a series format and they include topics such as Marketing ROI and Branding, as well as many of the topics listed above. The individual broadcasts are one hour long and the viewer can get free copies of the slide show. *Registration is free, but required in many cases.

- **Marketing Sherpa**

www.marketingsherpa.com

Specializing in "Practical Know-How and Case Studies," Marketing Sherpa pulls together several free sources for the small business owner and the marketing professional. On this site, you will find current articles, bestsellers, and e-mail weeklies. Check out the Sherpa Library where you can find hundreds case studies and stories. The Library page has a search function to find materials by the company or brand featured in the story.

- **Advertising**

www.sba.gov/library/pubs/mt-11.txt

The Small Business Administration offers very practical advice for the small businessperson. This article covers newspaper, magazine, radio, TV, cable, direct mail, outdoor, and specialty advertising. Pros and cons are discussed for each venue and the processes of advertising are explained. A must-read for any businessperson new to the advertising game.

Short and Easy Articles

- **How to Keep Your Service Edge**

www.soho.org/Marketing_Articles/Service_Edge.htm

If your goal is to keep your customers coming back again and again for your products and services, it is important that your organization maintain the basics of customer service. Simple steps like getting to know your customer, providing more than you promised, keeping a clean facility or conducting a survey could mean the difference between success and failure. Click on the Marketing icon and scroll down to find a list of about 95 free articles on marketing!

Email Delivery: Would you or your friends like to receive the Business Sense via email? Just send your email address to Jean Anderson at JAnderson@fcgov.com



Business Sense

FORT COLLINS PUBLIC LIBRARY

- **Do You Know Your Competitors?**

www.powerhomebiz.com/vol2/competitor.htm

Getting information about your competitors can give you the leading edge, as it can show you ways in which your company can be unique and can benefit the customer. The author gives you twelve vital questions you should investigate in order to understand your competitive environment. Check out the related links on this page.

- **Choosing a Public Relations Firm (OK**

www.buyerzone.com/features/savvy_shopper/savvypr.html

Turning to an outside PR firm or contractor can be wise for small businesses, even if it costs more overall. First, since PR work usually comes in spurts, it will free you and your staff from any disruptions from the daily workflow. Also, an outside view is often just what a business needs to get a fresh perspective on the way the company can be positioned.

- **Ten Ways to Get Your Share of the Mature Market**

www.powerhomebiz.com/vol77/mature.htm

The 50+ population controls more than \$7 trillion in wealth and is responsible for 50% of all discretionary spending. The author gives great tips on how to view the 50+ crowd. (Hint: The Boomers are not your average "little ol' couple.")

- **Create the Buzz for Your Business**

www.powerhomebiz.com/vol43/buzz.htm

Word-of-mouth advertising is a vital strategy. In today's world of multiple channels of advertising, people are even more inclined to listen to a friend's opinion. The author discusses some simple techniques to spread the word.

Business Research Class

Learn how to use the best Internet sites and print sources to help start or grow a business. Our Business Librarian will show you! Must be familiar with using a mouse and the Internet. Class is 2 hours in length. **Registration REQUIRED.** Call 221-6742 to register.

Thursday March 10th @ 6 - 8 p.m., Harmony Library

New Books at Your Fort Collins Public Library:

- Finances After 55 by Sylvia Lim
- Going corporate: Moving Up Without Screwing Up by Jared Shapiro
- How to Make Money Selling Stocks Short by William J. O'Neil
- Outrageous Business Growth by Debbie Bermont
- The Daily Drucker: 366 Days of Insight and Motivation for Getting the Right Things Done by Peter F. Drucker
- The Landlord's Financial Tool Kit by Michael C. Thomsett
- The Wall Street Journal Guide to the Business of Life by Nancy Keates
- The Wall Street Journal Guide to Understanding Money and Investing, 3rd ed. By Kenneth M. Morris
- The Wall Street Journal Guide to Understanding Personal Finance, 4th ed. By Kenneth M. Morris
- Your Credit Score: How to Fix, Improve, and Protect the 3-Digit Number That Shapes Your Financial Future by Liz Weston

Jean Anderson is the Business Librarian for the Fort Collins Public Library. Suggestions for future columns are welcome: JAnderson@fcgov.com. **Current and past issues of *Business Sense* are available at:** www.fcgov.com/library/adult.php

