

Ways to advertise and market your company

All businesses out there know that they have to find a way to reach their target audience. To do this a business needs a strong and consistent message that can be directed towards their target audience through a number of different mediums and often over a period of time. This is where marketing and advertising comes in. By putting together a logical marketing campaign you can ensure that (a) you have identified your target audience, (b) you have a planned approach to communicating with your target audience, and (c) this planned approach includes a variety of different communication techniques that will introduce and then remind your audience of who you are, what you do and why you are important to them.

Evidence demonstrates that in order for an advertising campaign to be fruitful, you need to have communicated with your target audience a minimum of seven times. Only then will the messages of who you are and what you do stick with these individuals or organisations. That's a lot of correspondence with individuals that you don't know and whom are not yet your customers. So a planned marketing approach that repeats your corporate marketing messages and that uses a range of advertising means will enable you to build upon your first communication with your audience, and bring it through to a closing sale.

So, what type of activities should you include on your marketing plan? How can you communicate with your target audience in an innovative and creative way? Here are some ideas to get you started:

1. Don't be scared of social networking. Most current day marketing campaigns are visual or online. They also use social networking groups as a means of raising their profile, and this includes creating a presence on sites such as Facebook, Twitter, and LinkedIn. Create a profile for your company that others can follow. Provide routine and frequent updates about what's happening within your company, but more importantly provide information that would be useful to your target audience, and this shouldn't all be information from or about your company! Going down a hard sell option is a non-option in social networking...you want to establish yourself as a company that is helpful to others, not one that is constantly trying to sell to others.
2. Create a website, and a blog. Ensure that the tone and style of both are correct and reflective of your company – they need to stay loyal to your 'brand'. The content has to be right too, the language used is crucial in keeping people on your site, and converting their browsing to buying.
3. Think about building a company portfolio; something that looks and sounds great and that can be printed and bound and distributed to larger, potential clients, or that can be added as a downloadable document from your website.

4. The era of mail shots, leaflets and marketing letters has not been completely superseded by the World Wide Web. As part of a targeted marketing campaign these do have their place in the advertising world. But to get the best out of using leaflets and other hard copy marketing material, ensure that they are well written, well designed and that they are only sent to a targeted group of individuals or companies that you have identified as potential clients. Don't blindly send out mail shots. This will only waste your resources and money.