



Biz Tips – April 2007 If You Tell Them, They Will Come

At a recent presentation for Retail BC I spoke to a group of business owners about tying together their in-store promotions and other marketing, including advertising. Many retailers rely solely on walk by business, but that leaves many potential new customers in the dark.

Many of you will be familiar with one of my key marketing mantras: Marketing is Educating. For retailers as well as other businesses, that means educating prospective customers about what you have to offer, even if they are not in your immediate neighbourhood.

Think people will not come to your area, just for your shop? Think again. Many successful businesses have repeat customers who come from other cities, even other countries.

In a recent anecdotal poll I discovered that I and many of my friends believe in shopping in our neighbourhood, but if we can't find it or we find it with better service elsewhere, we are not shy about traveling to get it.

That means retailers can't rely solely on the folks who walk by for the kind of "raving fan" customers who tell lots of people about their shopping experience.

Whether you're in retail, manufacturing or a service-related industry, ensure your business is growing as well as it could be-tell some people about it. You may need to start small, but at least start smart.

"Word-of-mouth" is one of the most misunderstood aspects of marketing. You may be one of the folks who think it means not having to tell people about your business, because others will do it for you. Whew, that was easy!

Hey, not so fast!

In fact, word-of-mouth marketing only works if there is something about your business customers feel is worth talking about! Unless you just want revenue to trickle in, you need to market proactively, even with word-of-mouth.

It's the only way to truly grow your business.

1. What are you going to DO to get people talking?
2. How can you be sure they will talk to the right people?
3. And, how are you going to ensure they pass on accurate information?

Proactive word-of-mouth marketing puts you in the driver's seat to managing how and what people tell others about your business.

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