Benefits of strategic advertising

Most small businesses advertise on an "ad hoc" basis, however giving advertising some strategic thought will often benefit a business greatly. The key is the ability to reduce cost, the ability to reach the customers you want to reach and ultimately a more effective campaign.

So what does a small business have to do to create a strategic plan?

1) Firstly select a time period for the plan, for example 6 months.
2) Consider which forms of media will be the most effective in reaching your potential clients. This is the most important consideration because if you advertise on the radio when you customers read newspapers would be a waste of money.
3) Where do your customers get their information about products/services such as yours? Newspapers, bulletin boards, radio, TV websites, magazines, signs, leaflets, social media, or other sources. List the top 5.

   a) What is the cost involved in advertising on the top 5 places for your potential customers get their information? And how realistic is it to advertise there for the business? However, do not rule out something as unrealistic until it has been thoroughly investigated.

Click here to read the whole article

---

The Future of work

How will rapid changes in technology, demographics and society change us as workers?

The Future of Work Consortium believes they will transform our world - for good or ill.

We came across a recent publication (by Lynda Gratton - professor of management practice at the London Business School) recently and thought that some of her predictions may be of interest to you.

The drivers of change were the development of coal and steam power. This is a change of such magnitude as that last seen in the Industrial Revolution of the late 18th century: a shift of such magnitude the work - what we do, how we work and with whom - will change possibly irrecongnizably, in our lifetimes.

At that time the drivers of change were the development of coal and steam power. This is not the result of a single force, but rather the subtle combination of five forces that will fundamentally transform much of what we take for granted about work: the needs of A low carbon economy, rapid advance in technology, increasing globalisation, profound changes in longevity and demography and deep social Changes.

Click here for the rest of the article

---

COURSES AT A GLANCE

Decision Making Skills 14/06/2011 Waterford
Communication in Writing 12/07/2011 Waterford
More on courses

TIP

Don't ever hard sell. Solve problems. Satisfy wants. Do what is truly best for your customer.

Q: I have recently opened a new business and would like to know how to grow and retain my customer base.

The key to growing your customer base is to get them to return. Research has shown that loyal customers account for more than 50% of a business' sales and help a business to attract new customers based on their recommendations. A positive "word of mouth" often carries more weight than many other sources of information. On the other hand, customers that have had a bad experience with your business will tend to tell others about their experience and generate a "strong" negative image of your business.

So the key is to provide a positive experience for customers by providing a quality and cost effective service and hopefully earn their loyalty in return.

In order to ensure that a customer has a positive experience with your firm you first need to accept and understand that they are "KING". Put simply your business would not exist without customers; you are in fact dependent on them. As a result you must never take your customers for granted.

If you accept the customer is "KING" you will focus on satisfying your customers needs more easily.

Customer satisfaction is achieved by:

1) Satisfying your customers needs with your service/product

Click here for the rest of the article

---

Email Questions to info@ftcwindsor.com

---

This message was sent to a.denwood@gmail.com from FtC Windsor | 64 St Aluin Place, Lower Nenowen | Waterford, Waterford D00, Ireland
Manage Your Subscription | Forward To a Friend

Google Mail - Test Message - FtC Windsor... https://mail.google.com/mail/?ui=2&ik=f... 22/06/2011 16:58