

Focus On Your Strengths

If you've been following our *12 Steps to Marketing Your Small Business* series, you have probably ascertained that there is a lot that you can do as a small business to increase your market presence without breaking the bank. I suspect that, like me, you also appreciate that being the marketing coordinator for your small business is harder than it first appears. When you try to cut corners to save money, it often means a greater draw on other resources, namely time and energy. Well, there is a solution to both problems.

Focus on what you are good at and hire us at Kwik Kopy Halifax to help you with your marketing initiatives.

You're thinking: *hold on, you guys are the people I call when I need business cards or letterhead, some copies of a proposal or help with my direct mail. Why would I use Kwik Kopy as a marketing service provider?*

First, we have proof positive that our program works for small businesses (more to come on this below). Secondly, we are able to offer many services to small businesses as an extension of our own capabilities without reinventing the wheel.

Our Results

We started this 12-step program for ourselves about 18 months ago, following four consecutive years with decreased sales. The print industry was in turmoil following the recession in 2008 and our previous marketing efforts had been negligible, so I hired a marketing coordinator and set him on the path to grow revenues and find new customers. I knew that I lacked the time and knowledge to do this myself and he would be accountable for the results.

In 2010, we increased sales by 6.7% in an industry that saw print shipments decreased by 10% in North America. The only operational difference from 2009 was a consistent and thorough marketing effort following the 12 step program we've outlined in this series.

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I believe that our greatest asset is knowledge. I hope that by sharing our experience in this program, you see that we are willing to share what we know because we really believe we have a responsibility to help our customers. **Our business cannot thrive unless our customers' businesses are succeeding.**

Whether you need help with microsites or e-mail campaigns, Facebook or Google AdWord campaigns, we have that knowledge and experience to assist you. We've become increasingly proficient building and working with databases and driving relevant traffic to our website. We are using trans-promo and belly-2-belly marketing among all these steps and the results are tangible.

Our marketing budget for the year was just 5% of our revenue, a paltry sum by any measure where marketing firms look for 10-30% of revenue but our results speak for themselves.

The advantage we have when it comes to offering marketing services is really simple, we understand what it is to be a small business and we have identified proven means of delivering results for ourselves that you can piggyback upon. In addition, we aren't limited to one media versus the other, print or electronic, and we don't believe it is an either/or decision but rather a need for both.

I want to thank you for helping us realize our goals in 2010 and being part of the 12 Step Program. The next newsletter will wrap up our *12 Steps to Marketing Your Small Business* series.

Review all the steps at
kkhalifax.com/resources/marketing_your_small_business.html

Then give us a call at 902.453.5151