

KEYNOTES

Consultants

How to Grow in a Down Economy



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New Definition of Marketing



Know

Like

Trust





Three Key Areas to Discuss

- Where you need to focus
- Lead generation opportunities
- The #1 secret for growing your business



Small Businesses Need to Focus

- Get Closer to Your Customers
- Repackage Your Offerings
- Build a Better Network



Get Closer to Your Customers

- Call 5/day and thank them
- Be their partner
- Look for **WAYS** to **WOW**
- Bring them together
- Create a marketing board



Repackage Your Offerings

- Add value vs. discounts
- Create offers to act now
- Offer low cost alternatives
- Partner for advanced packages





Build a Better Network

- Connect or refer daily
- Customer testimonials
- Create co-brand promotions



Lead Generation Opportunities

DON'T STOP!!!

- Advertising – more affordable & effective
- Referral Marketing – Suppliers, Strategic Alliances, Network and Customers
- PR – articles and newsworthy stories
- Online – social media, traffic building



One Big Secret for Growing Your Business

FIX YOUR FOLLOW UP

- Newsletters, Cards
- Specials
- VIP Club
- Events
- Goodies, Trial Products
- Feature Customer Testimonials





REMEMBER

**“Everyone is a good
captain in calm water.”**

—Swedish proverb

Thanks for Attending

