

How Do I Sell My Products Or Services?

When considering how to sell your business' products or services, it is important to consider the practicalities as well as the marketing 'story' you want to tell. Invoicing and receipts must be considered when planning the sales strategy. A clear and customer-focussed marketing strategy can be the reason why your small business has long term success. Marketing strategies will vary from business to business and the type of strategy chosen will depend on many factors. This factsheet aims to give an overview of small business marketing and sales practicalities.

▶ **Market Research**



By carrying out market research, you will be able to develop an effective marketing strategy, as you will understand your customers, your market and your competitors.

Quantitative market research will allow you to understand market trends, whereas qualitative research will allow you to understand how customers feel and what lies behind their purchasing decisions.

▶ **Customer Segmentation**



Customer segmentation is when you separate your customers out into separate, smaller groups according to specific attributes, e.g. spending patterns, location and age. It is useful so that you can allocate targeted marketing messages to specific groups, which they are more likely to engage with and respond to.

Different segments will have different needs, wants and opinions, as well as access information in different ways. For example, older women may engage with marketing via newspapers, whereas teenage boys may be more responsive to social media marketing. Sending targeted marketing will make customers feel more valued and be more effective in driving sales.

▶ **Marketing Strategy**



A marketing strategy will outline the 'story' you want to tell customers and will involve S.M.A.R.T. goals that your business can achieve to get your message across. After the strategy is drawn up, a marketing plan will outline the specific steps that need to be taken to achieve the strategic marketing goals

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Social Media



In the current business environment, many successful businesses have their social media platform to thank. Social media allows a business to reach many more potential customers than they would be able to physically. They also allow customers to interact with the business and feel part of a community. Below are four of the main social media platforms with tips listed for business use of them.

Facebook

- With two billion monthly users, Facebook is the most popular social media site.
- The site allows you to create a business page, host live videos, operate a Facebook shop, advertise and track traffic to your page.
- Find out more at: <https://www.facebook.com/business>

Instagram

- Instagram is a great social media site for business with strong visuals to display to customers as photos or videos.
- It allows you to create a business profile, host live videos, advertise and track traffic to your page.
- Find out more at: <https://business.instagram.com>

Twitter

- Twitter has around 100 million daily users and as a micro-blogging site, it is a great way to update customers about your business.
- You can advertise, track traffic to your page and create a business profile on twitter.
- Find out more at: <https://business.twitter.com>

LinkedIn

- LinkedIn is a professional networking social media site which is great for business-to-business communication and trading.
- It will allow your business to have a page, advertise and join groups relevant to your market.
- Find out more at: <https://business.linkedin.com>

Public Relations (PR)



PR is the relationship the public has with your business. A good PR campaign can drive sales and public awareness as it creates a good reputation for your business.

PR can be valuable as it may have more credibility than advertising, due to an external organisation recommending your business, however it is not easy to get good PR which is aligned with your business aims.

When expanding your press coverage, it is important to consider whether your business can cope with the increase in demand so that you don't lose out on customers.

Advertising



The aim of advertising is often to make sure the right people are exposed to the right message at the right time. Market research is key to getting advertising right, as you must understand who your potential customers are.

When creating an advertising campaign, it is important to set advertising goals, which could be related to; increasing awareness, positioning your business within a market and changing attitudes towards your product.

Places to advertise include:

Newspapers	Television	Social Media
Billboards	Radio	Magazines

Where to go for further help:

- Association of Independent Professionals and the Self-Employed <https://www.ipse.co.uk>
- Princes' Trust – helping young people start up in business <https://www.princes-trust.org.uk>
- SEE Ahead <https://seeahead.co.uk>
- Start-up Donut <https://www.startupdonut.co.uk>

- Entrepreneur Handbook <https://entrepreneurhandbook.co.uk>
- Government Website – Sale of Goods and Data Protection <https://www.gov.uk/browse/business/sale-goods-services-data>
- Small Business.co.uk – Buying and Selling <https://smallbusiness.co.uk/running/buying-or-selling/>
- Start-up Loans – Selling products from home <https://www.startuploans.co.uk/business-advice/how-to-sell-products-from-home-successfully/>