



## How to Get Started

### **Start Small.**

Don't launch an expensive, large-scale marketing program if you will not be able to sustain it long enough to reap the benefits. Determine whom you want to reach and work within your time and financial budgets to reach them. Use the "Marketing Brainstorm Starter" on page 6 and the "Public Relations Laundry List" on page 8 for some ideas.

### **Who Do You Know?**

Use your current customers and business associates to expand your business or to develop new markets. Customer referral promotions or partnering with another business to create joint marketing programs can help you reach new potential customers.

### **Who Knows You?**

Have you differentiated your offering from your competitors? Do you have a unique name, logo or product offering? Have you promoted your organization at community events, local and industry publications or at tradeshow and within industry organizations?

### **Use Quality Marketing Programs and Materials.**

You may only have one chance to win over a new customer. Make sure you have corporate materials that appropriately reflect your organization such as well written and well designed brochures and fact sheets. Find out what your competitors use and make yours better.

### **Polish Your Corporate Image.**

Make sure you project the image that works for your target audience. For example, look objectively at your workplace, your company stationary and the way employees answer the phone. Make sure that all facets of your customer's experience are positive.

### **Get Your Story To The Press.**

Get positive stories written about your company in local and industry publications. Learn how to work with reporters to get the coverage that you need to build your corporate image and win new clients.

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