



## **TOP TEN MARKETING STRATEGIES**

Recommended by Owner-Operated Businesses who are LinkedIn

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A few months ago I sent a message to my LinkedIn contacts and groups asking for their TOP MARKETING STRATEGIES – the things that have actually shown an RO1. Thank you everyone who responded. I can't say this is a compilation of hundreds: I only received about 30 responses. Regardless of the number, I noticed that many people were saying the same thing in different ways: ***“Get in touch with your customer and build relationships.”***

The internet has become the primary tool to build relationships into the thousands. However connecting with thousands is not necessarily right for everyone. Your business might require fewer, stronger relationships. It does not really matter who or where, the internet is one strong marketing tool. Meeting in person is still a strong tool too. The internet has taken away the necessity of 1:1 personal contact. But some businesses still need to get out there and make personal connections!

You cannot ignore good old fashioned marketing research. Marketing research is a critical strategy that every business needs to address in some shape or form. If you want to reach your customer, mentally and physically, you need to understand them.

I hope the strategies below help you identify what you are doing right and/or maybe what you should start doing right away. None of the strategies are ANYTHING NEW they just need to be done.

To show you I practice what I preach (read #1 Strategy): PLEASE GO TO MY MARKETING EDGE FANPAGE (<http://www.facebook.com/marketingedge>) & LIKE MY PAGE...I will like yours back in return!

**Thanks in advance. Enjoy page 2, the TOP TEN STRATEGIES.**



## **TOP 10 MARKETING STRATEGIES** **FROM LINKEDIN MEMBERS**

1. **PROMOTE FACEBOOK FAN PAGE** by emailing contacts and asking them to check out your fan page. Offer contest prize to people who check it out or offer to like their page back.
2. **SEEK PUBLIC SPEAKING ENGAGEMENTS** where you can demonstrate your expertise to a group.
3. **SEO** –Search Engine Optimization is an essential tool for online marketing. You need to be on the first page of Google or no one will find you.
4. **CREATE A WEBSITE THAT SELLS** your customer. Make sure your website message and design will attract interest not scare customers away.
5. **COMBINE SOCIAL MEDIA TOOLS:** Use more than one social media tool. Tools Like Twitter, LinkedIn, YouTube, Slide share, blogging and newsletters can be used to build your community and relationships.
6. **ASK FOR TESTIMONIALS** from your clients. Post them on your website. This can help sway your client when it comes to making a final decision about who to work for.
7. **OWN A LINKEDIN GROUP:** Start a group that will attract your potential clients.
8. **JOIN NETWORKING CLUBS** and meet new people. Chamber of Commerce, meet-ups etc.
9. **SURVEY YOUR CLIENTS** to find out what interests them and understand their media habits. The results help you determine what type of advertise message to create and where to place it.
10. **RESEARCH THE COMPETITION** for ideas that can be applied to your own business. Learn from what they are doing right and wrong.



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