

MARKETING TIPS FOR SUCCESS IN BUSINESS



Grow your Business



The industry has changed drastically over the past few years, especially in the way marketing is now used and operated.

The digital age has brought with it many new advantages, enabling businesses to reach a wider audience, more easily and effectively.

Understanding the basic concepts of marketing and using them to influence your business in the digital space is now widely used. It is your responsibility to learn these and keep up with those ahead.

We have set out some quick tips on getting starting with good marketing for your business. Once you understand the theory, you can then start to put this to practice with digital services.



1

Get a Website for Your Business

Having a website is a very important part of marketing yourself effectively. People Google what they are after and the use of old fashioned techniques such as telephone directories are now becoming more and more redundant.



2

Set Up a Professional Email Address

Having a professional email (example@business.co.uk) proves you are a serious professional with real interests in your work. It also shows you have put in the time and effort to organize this along with your website.



3

Having an Email Signature

This is a great way to promote yourself through your emails. All your details are present in a signature, such as email, telephone, website and address. It can also help you come across as a serious company because you have taken the time to include this.



Client Reviews/Testimonials

Whatever your business is, always have some testimonials to show potential customers. This not only proves that you have done real, quality work for others, but it also shows that your current customers are satisfied with what you have produced.

This gives potential customers peace of mind and that they will be using someone who is trustworthy and reliable.



Professional Business Cards

Having professional business cards is another way to showcase your professionalism and that you should be taken seriously. A good design displaying your contact information will make you come across as someone who knows what they are doing and make the difference in reaching success.



Mobile Marketing

Another great way to market yourself and your company is to turn your vehicle into a mobile advert. You can use vinyls and car stickers to showcase some of your best work along with quality advertising material to reach more people when on the road.

Just think of how many people will see your details when driving around or when your vehicle is parked.





Professional Appearance

Ok. You have done all the external marketing techniques. Now comes your own appearance. People will definitely judge you on first impression, be it online or in person. So, go sort out yourself some nice smart clothing, as spending time on how you look and present yourself, is another key factor in others taking you seriously and that you definitely know what you are doing.



Attitude & Appreciation

Sometimes people forget these. Putting on a good attitude and respect to others will provide a good warmth about your company. Try to make your contact with customers a bit more personal, showing that you really do care about them and their requirements.



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About UKByte



UKByte Ltd is a professional web development agency based in Warrington.

We provide clients with a variety of services to help promote their online presence.

We have a process in which we market our clients' businesses if they so wish. We design & develop fully responsive, modern websites to help clients reach a wider audience and increase the chance of gaining more customers.

We have our own marketing strategy, in which we go through a process in order to achieve the maximum ROI for our clients' businesses.

There is a considerably large amount of smaller businesses that are yet to feature a website to promote themselves. Whether they are aware of this or not, we believe that with the correct marketing strategy, they can increase their traffic and make more sales in the long term.

We have completed thorough research into local businesses, including some of our previous clients. What we have realised is that most of them don't have an idea of how to market themselves in other ways. As the world moved onto online marketing, these smaller businesses have fallen behind and have failed to keep up with the new strategies that have emerged to use the internet to their advantage.

We have produced this document in the hope that it will help those who are struggling or are looking for new ways to market their business.

UKByte Ltd

What we can do for you

- Build a professional, modern website
- Fully Responsive and compatible on all major browsers & devices
- Build your online presence
- Reach a wider audience
- Increase Website Traffic
- Lead to an increase in Revenue
- Rank higher in related Google Searches
- Automate business data processing

Full List of Services

- Domain & Hosting
- Professional Website Design & Development
- Content Management System (Wordpress)
- Search Engine Optimization (SEO)
- Graphic Design
- Marketing
- Business Data Processing Systems

Contact Us

If you have any questions, please feel free to get in touch with us and we'll be glad to help you.



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