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Submission date: 01-Jul-2021 09:47AM (UTC-0500)

Submission ID: 1614582763

File name: Marketing_in_Small_Business_Management_1.edited.docx (17.7K)

Word count: 864

Character count: 5222

Marketing in Small Business Management

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Marketing in Small Business Management

Article One

Regardless of the business, an individual's marketing plans are important to protect the investment and remain valid in the market. On the other hand, promotion in commerce helps the business succeed by drawing more clients and maintaining their loyalty to your products.

Marketing involves providing significance and profits by creating goods and amenities that will fulfill the requirements and wishes of customers satisfactorily at a fee conducive to them and in locations suitable for them (Pritchett, 2018). Thus, buyers undertake to publicize and auctions that allow clients to gain familiarity with the business and products present for sale.

Effective promotion produces returns that cater to all supplementary enterprise processes, which I find informative and exciting. A business with poor promotion strategies is likely to fail. For that reason, market separation, marked market, promotion combination, promotion surroundings, promotion control, and promotion plan are important factors to consider when publicizing. Another key point of interest about small enterprises is that, even though they have limited economic possessions to build or back huge large humanitarian projects, they are capable of helping safeguard the surrounding. Through protecting the sustainable trade activities such as minimizing usage and left-overs, reprocessing what they possess, and reutilizing what they can.

Last but not least, lessons can be drawn on the importance of identifying clients of interest as it is not practicable to target all clients, as they all possess varying desires, requirements and perceptions. It is also crucial for small enterprise to embrace their flexibility in changing outside variables. Marketing is, therefore, an essential aspect of offering worthwhile products and services to clients.

Article Two

The main point is the new promotion strategies that operate to establish and preserve clients to ensure an enterprise continues operating. Effective present promotion policies highly rely on several variables such as objectives, cognizance of the intended market, current promotion plans utilized by contestants, and the status of the business in terms of development (Hausman, 2021). Stages in the procedure of promoting the brand of the business also come in. Promotion strategies include developing a website for the enterprise, creating business pages in social media such as Facebook, SEO and promotions through email.

It is interesting to note that these strategies aim to make known the product offered by the business, create interaction with the intended clients, and answer back to customers' concerns and questions. Further, employing suitable individuals to aid in the operation of the business, progressive learning of business owners, franchising play an integral role in promoting business in the current world. Another interesting aspect is how digital presence can improve the market and play a great role in promoting investments. Additionally, these methods have proved both operational and affordable than previous promotion schemes. Using these strategies also comes with the value of caring for clients, especially when their concerns and questions are answered, which turns to trust and finally progressive sales.

Among the lessons learned is the significance of employing individuals with suitable knowledge, committed and team players to help achieve the establishment's goals and offer their valued influences. It is also important to note the significance of appreciating and learning from other individuals in a similar niche to aid in development of both the owner and employees and follow trends.

Article Three

A successful trade scheme begins with a worthy proposal. Failing to propose means lack of clarity on what to expect in the long run and this aspect may lead to the downfall of the business. The situation could also contribute to lack of profits from exerted efforts. Hence, the proposal should incorporate an approach with precise, quantifiable, realistic, appropriate and well-timed (Newberry, 2021). Business owners should also perform frequent assessments on competitors in their business niche to get an idea of what works best and what does not for the competitors.

The article comes out to be much interesting. The most interesting aspect is the importance of analyzing effort for already existing enterprises for inspiration and improvements. Identifying intended audience, building relationships and expanding the audience is possible. Staying updated on the market developments is also key in maintaining the relevance of business products to the intended market. While enterprises may vary tremendously, it is interesting how creating a strategy and implementing it accordingly can contribute to the success of an enterprise.

Among key lessons learned is the importance of knowing one's intended group and avoiding assumptions. Again, being fully aware of the drifts and developments in the market is also key to ensuring suitable output that boom in the end. While digital marketing allows business owners and clients to interact, it also helps cultivate association instead of requesting a deal bluntly. Also, discovering what individuals desire when they subscribe to the platform is an important lesson for successful marketing which no entrepreneur should ignore.

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