

HOW SMALL BUSINESSES CAN MAKE **BIG** MARKETING DECISIONS

Most businesses take the safe option.

This eBook will guide you through the process
of making marketing decisions that deliver big results.

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**We don't sell new cars...
but we do help small business owners to afford them**



This free eBook is provided by Engage Marketing, Melbourne's small business marketing specialists.

We're experts in how to get the most out of small business. We help you, the small business owner, afford that new boat that you started your business for in the first place!

We make a big difference to your life through developing marketing plans from start to finish, or simply working on elements of your marketing.

www.engagemarketing.com.au



Plan Lab, guides small business owners through the process of creating their own marketing plan while learning valuable marketing skills. The cloud-based tool provides advice at each stage of writing your marketing plan, allowing you to create a plan that is quicker, cheaper and more educational than using a marketing consultant.

Visit the Plan Lab website to see why it's a smarter way to build a marketing plan.

www.getplanlab.com

INTRODUCTION - SAFE IS BAD

Most businesses are afraid to stand out. Most businesses try to play it safe, using the same marketing copy, the same design style and the same sales channels as their competitors.

The problem is that safe doesn't work, for the following reasons:

- all day long consumers are exposed to safe
- safe by nature doesn't cut through the clutter
- safe isn't exciting
- safe decisions don't create an emotional response

Big decisions on the other hand:

- draw a response
- stand out in a crowd
- position you as creative and innovative
- position you with the best chance of growth and improvement

Do you want to be safe? Or BIG?



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WHAT COUNTS AS SAFE?

The safe idea checklist

	YES	NO
1 Have your customers seen an idea like yours before?	<input type="checkbox"/>	<input type="checkbox"/>
2 Are you the only one in your market using this idea?	<input type="checkbox"/>	<input type="checkbox"/>
3 Is it worth talking about?	<input type="checkbox"/>	<input type="checkbox"/>
4 Is it adding value for your customers?	<input type="checkbox"/>	<input type="checkbox"/>
5 Will it make your competitors worry?	<input type="checkbox"/>	<input type="checkbox"/>
6 Is it out of your immediate comfort zone?	<input type="checkbox"/>	<input type="checkbox"/>
7 Did the customers on which you tested it react positively?	<input type="checkbox"/>	<input type="checkbox"/>

Results - How many "yes" answers did you achieve?

- 1 - 2: Back to the drawing board.
- 3-4: Needs a little more work.
- 5-6: Great idea.
- 7: Wow. You are onto something BIG!



WHERE TO FIND INSPIRATION

Draw inspiration from other industries

You would be amazed at how many fantastic ideas are being used in a particular industry but are yet to be used and re-interpreted by others. Think about how every idea that jumps out at you from another industry, could be used by or moulded to suit your own.

Get out of the office

Working in an office, you are operating in the same environment every day and your exposure to new ideas and ways of thinking is limited. Instead of conducting a brainstorming session in your office, take a note pad down to a more relaxing place like a cafe, beach or even another country!

Travelling is the perfect way to clear your brain and think creatively. Take the family on a holiday and sneak away for 30 minutes each day to focus on idea creation. A bonus of travelling is that you are exposed to new cultures, new businesses and new ways of approaching your product or service.

Who knows; your new idea could pay for a very nice time.

Look at international competitors

Over time, each country has developed their own way of doing things. Have a look on the internet at how businesses abroad innovate and market themselves. A great deal of the innovation in the Australian marketplace comes from emulating overseas examples.

Ask yourself these questions:

- Do they use the same pricing structure?
- Have they identified a different market niche?
- Are they marketing a different unique value proposition?



How about heading off to a holiday in Rio De Janeiro? Photography by our Managing Director.



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The 5 steps to BIG ideas

Step 1: Get out of the office

Step 2: Brainstorm

Step 3: Evaluate whether your idea is safe

Step 4: If your idea is BIG, implement it

Step 5: Enjoy the BIG results

