

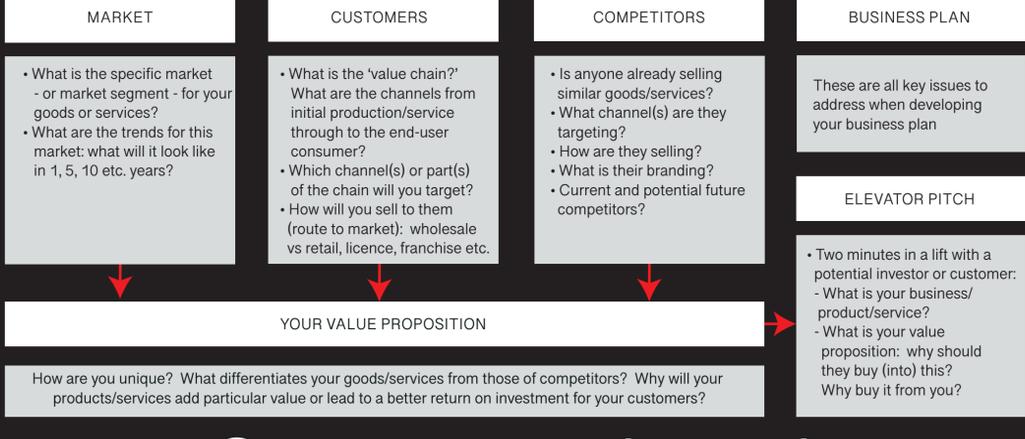
VENTURE ADVENTURES

what you need to know to start and grow your business

brand & marketing

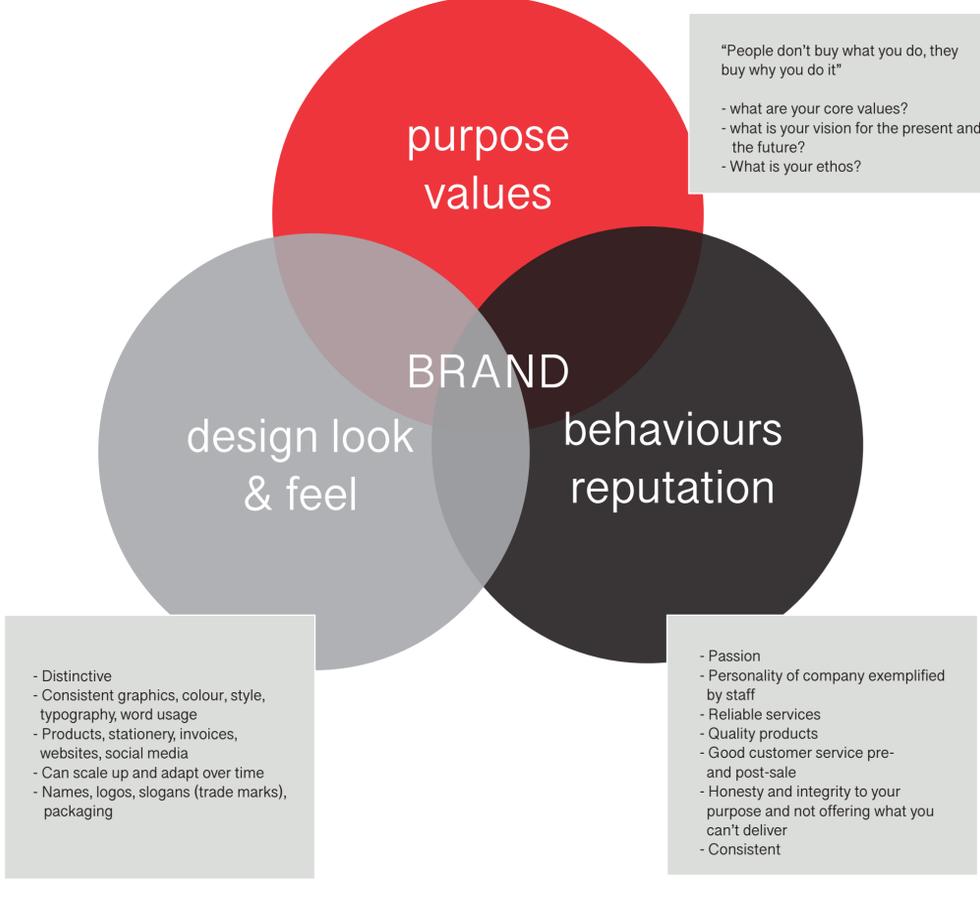
Clarify your market and value proposition

Maximising your sales requires careful market positioning. This starts with identifying the right market (segment), understanding the relevant channels, customers and competitors, and articulating what it is you offer that no-one else does.



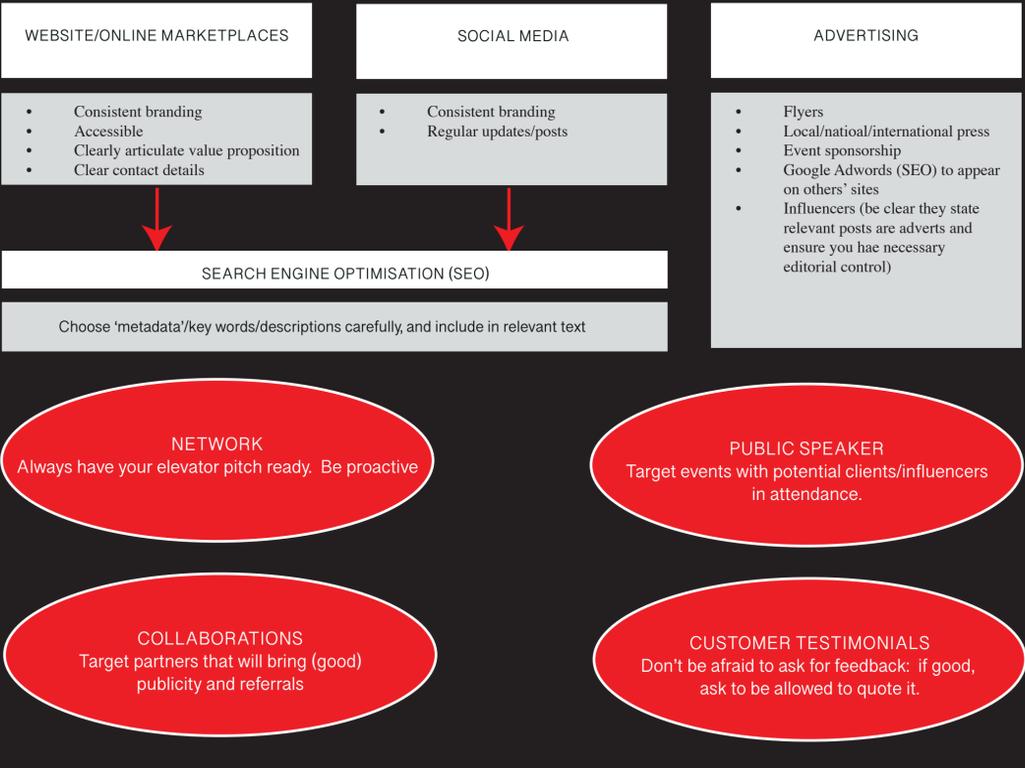
Create your brand

A good brand represents and supports your value proposition with a distinctive look and feel that encapsulates your business vision and personality, backed up by consistently good, reliable behaviour every time



How can I generate brand awareness & customer interest?

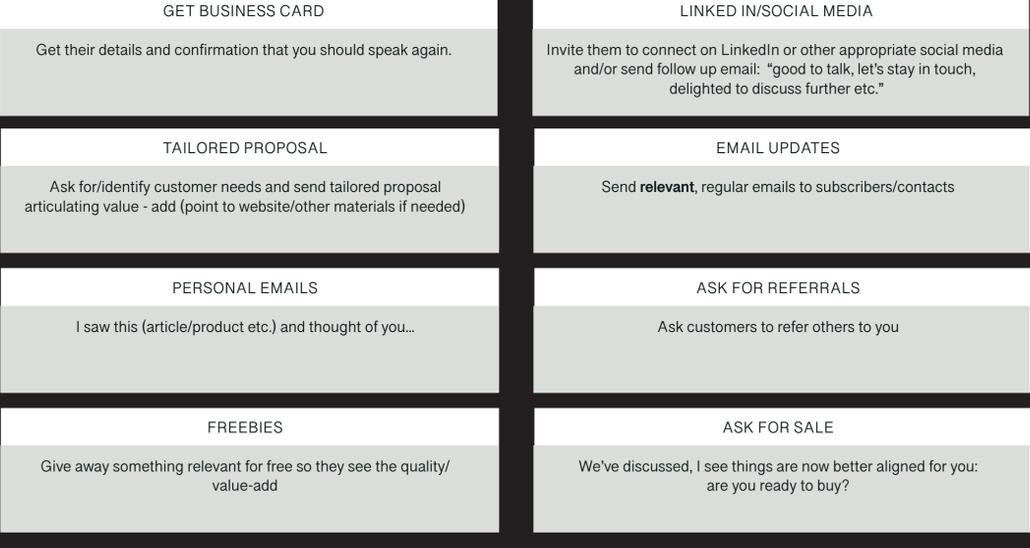
Potential customers need to become aware of your business and brand, and understand the value proposition of your products and services. You will most likely need to use a variety of techniques across different media to succeed.



CONFIDENTIALITY & DATA PROTECTION
Be careful what information you send to whom, and what personal data you obtain, store and use: comply with the GDPR.

How can I convert interest into sales?

Very few customers buy instantly, and the larger and more costly the potential order, the more cautious they may be. There is good evidence that you will need to have at least 7 'touch points' with a potential client or customer before they will buy. Use various ways to contact them, and don't give up. It is not always the best baker who ends up selling the most cakes. You can try the following:



Customer Relationship Management (CRM)

When pursuing a customer pre- and post-sale, try to be methodical in tracking your communications with them, capturing feedback and other relevant data where you can: helpful to drive improvements in your operations and perhaps to generate repeat custom. Consider installing CRM software to help you do this: some available for little or no cost.

Also think about

- Business plan: thinking early on will help you later
- Selling Online
- Trade Marks, Copyright, Design Rights in your branding images and materials
- Data Protection: get consent where needed for personal data

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To find more information or request help or advice:

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