



## Market a Business

Marketing is everything you do to promote your business, from the moment you conceive of it to the point at which customers buy your product or service and begin to patronize your business on a regular basis. Items to consider in your marketing are:

- Name, logo and signage
- Website, brochures, and printed materials
- Location
- Advertising
- Customer service
- Community involvement

The emphasis in marketing should be on the identification of customer needs and satisfaction of those needs. Before you go out and sponsor the local little league or hire PR agencies, you must first figure out 2 very important things:

Who are your customers?

Why do they need what you're selling?

To be successful, you need to be very specific in answering these questions, and market research is the tool you can use to find the answers you need. You should make it a priority to learn as much about your competitors as possible. Study them to see what they do right and what they do wrong.

**The Small Business Development Center** specializes in helping business people write Business Plans and Marketing Plans, developing and incorporating financial projections to round out the package. Call them at 806-372-5151 or visit their website. They work by appointment only.

### **Go Texan Program**

GO TEXAN Partner Program (GOTEPP) - The GO TEXAN Partner Program is a dollar-for-dollar matching fund program open to producers, commodity boards, cooperatives and small businesses that are members of GO TEXAN, TDA's comprehensive marketing campaign for Texas agricultural products. GOTEPP is designed to leverage the marketing dollars available to GO TEXAN members to increase consumer awareness and sales of Texas agricultural products. Visit [www.gotexan.org](http://www.gotexan.org).

Download a Mini-marketing plan

Chamber of Commerce memberships

Market to State and Federal Agencies

<http://www.prpc.cog.tx.us/programs/econ/econ.htm>

EA member seminars, courses, programs

The Big Idea Amarillo Series: The 2nd Wednesday of every month, L&L will feature entrepreneurs that have taken their business idea from concept to success. Successful entrepreneurs will address topics including business expansion, marketing, financial planning, advertising and much more. Reservation required. For specific L&L topics and entrepreneurial speakers visit our calendar at [www.incubationworks.com](http://www.incubationworks.com).

Amarillo Hispanic Chamber events and membership

Internet

It's an online world today, and many businesses are finding that they can increase sales by using the internet, whether they use it sell directly, or just to provide information. The largest use of the internet in commerce, by far, is to gather information prior to making a purchase, and the more information you provide, the more likely you are to make a sale.

Simple things you can do to improve your website include:

Make it fast. Speed of download is the single most important trait for any website.

Make it easy to navigate. Research shows that people come to your site to find a specific piece of information. Make it easy for them to find.

Keep links up to date. Bad links make you look unprofessional.

Put your contact info on every page in a consistent location. If someone prints off a page, they will get the contact info with it.

Find 10 easy website article

Simple things you can do to market your website include:

Put your web address on everything you can – stationary, business cards, brochures, cars, signs, shirts

Request links on other websites

Put a signature on your email which includes your web address

Optimize your site for natural search engines

Consider a paid search program from Google or Yahoo

The [Small Business Development Center](#) specializes in helping business people develop and market websites. Call them at 806-372-5151 or visit their website for more information. They work by appointment only.

Market Research

Panhandle WorkSource is your gateway to Sites on Texas, a premier online source for U.S. demographic reports, charts, and data. With this as well as other online tools, our Labor Market Information Specialist can create customized reports which will prove invaluable in recruitment, expansion, and competitiveness.

For a sampling of this licensed site we welcome you to visit

[sitesontexas.extendthereach.com/AllocateOnline.srct](http://sitesontexas.extendthereach.com/AllocateOnline.srct)

Call Panhandle WorkSource Business Services (806)371-3130 and speak with our Labor Market Information Specialist to request personalized information.

If you need more information or further assistance, please call 806.322.0032.