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## Exclusive Business Marketing Tips

*As interviewed: John Jantsch, Founder, Duct Tape Marketing*

### What are some starting points for crafting an effective marketing strategy?

1. **Talk to your customers.** They have a better sense of what makes you unique—the things that generate loyalty and referrals. Ask them what you do that they like, and you may be surprised by the responses. It may well be the little things that set you apart.
2. **Build a network of strategic partners.** Surround yourself with best-of-class providers of products and services that customers need. Recommend them to your customers and they'll do the same for you. During the recession, organizations that delivered these kinds of referrals didn't suffer much.



### What are some helpful metrics a small business should consider for gauging the effectiveness of a marketing strategy?

Setting goals for revenue and profit are obvious choices. But also consider percentage of business from referrals, and satisfaction factors that your customers say make the difference for them. Again, you'll likely uncover qualities about your business that you'd never thought of.

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