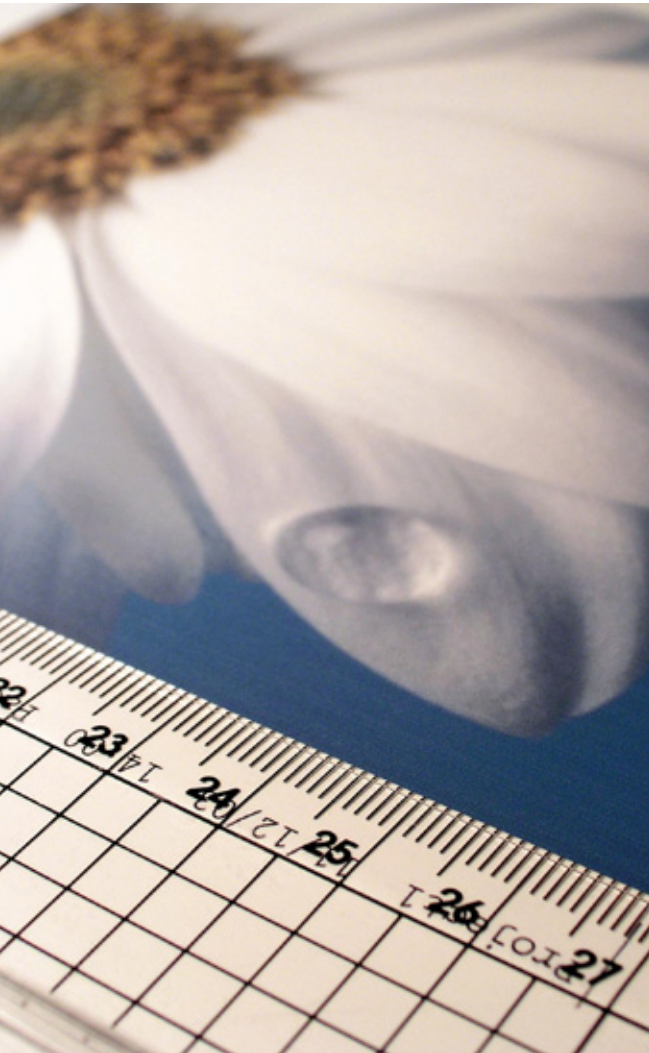


# How to...

## Tell the World About Your Business



### Recognising your target market and your key objectives is essential

Ask yourself two questions: Who do I want to use my business? What do I want them to think and feel about my business? Being clear about these two things will help you to build a profile that communicates the right messages to the right people.

### Create an identity

Your brand identity should carry associations of your business and the values that your business stands for. It should say something about you.

- **Keep it simple** – Some of the world's most famous brands have the simplest of logos. Who doesn't associate the big yellow 'M' with McDonalds?
- **Research** – Look at logos, websites, flyers and magazines that are aimed at a similar target market. What colours are used? What sort of typeface?
- **Colours carry meaning** - For example, red is associated with danger and green can suggest something is eco-friendly. Colour is a good tool for creating strong messages but it can also be misleading.

### Give the right message

You want people to use your business. Everything you communicate about your business should be crafted to meet this objective and to suit your target market.

- Explain clearly what product/service you offer.
- Explain how your product/service will benefit your customer, even if this means spelling out the benefits of each key feature.
- The language you use should be simple and understandable but you can use powerful or emotive language if this helps you to create your message.
- Colours, photos, voiceovers and typefaces all have associations. Always ask yourself: Does this suit my target market and does it help to meet my objective?

Resolve IT Solutions explain how their services can help potential clients:

- By installing tailor made systems and offering expert support we can:
- Reduce Your Stress and Frustration
- Save You Time and Energy
- Lower Your Expenditure
- Reduce Any Risks



# How to... Tell the World About Your Business

## How can you communicate with your target market?

**Advertising:** Paying for a space to deliver a message about your business.

You can advertise your business in the following ways:

- In print (i.e. magazines or newspapers)
- Broadcast (i.e. television or radio adverts)
- Posters, leaflets and flyers.
- Online (i.e. pop up adverts on websites relating to your product/ service or target market)

Advertising is a useful way to communicate one-off occasions such as music gigs. If you sell a product or an ongoing service, advertising needs to be consistent and this can be expensive.

**Marketing Collateral:** Materials that feature your brand and can be easily distributed.

Arm yourself with branded pens, USB sticks, booklets and flyers when going to events, visiting clients or just for distribution in places that your target market is likely to see them.

This is a good way to communicate your message if you know the right places to distribute your marketing collateral. Market research is essential!

**Publicity:** Get people talking about your business for free!

You can publicise your business in different ways:

- Find out about events that are aimed at your target market. You can use these opportunities to explain your business, answer questions and make useful new contacts.
- Publicity stunts, such as selling your product/service in fancy dress or handing out freebies are great ways to get the attention of the public and the media.
- Make the news! Let the local newspapers, magazines, radio and TV stations know about events you are attending or hosting.

Publicity is a great way to communicate with your target market directly. Always consider your image, body language and behaviour as this is as a representation of your business and the product/service that you offer.



“When we visit new clients we always leave behind a Resolve IT Solutions mouse mat so next time they have an IT problem, they’ll know who to call!”



**Andrew Seaton**  
Managing Director,  
Resolve IT Solutions.



For more information contact your BiG School/College Enterprise Champion



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