

Promotional strategies

When entrepreneurs' initially consider marketing their business, product, or service, they typically only think of advertising as a feasible means of promotion. The reality is that there are a variety of other promotional strategies that can be utilized including: sales promotions, direct marketing, personal selling, public relations, social media, e-commerce, among many others. In order to determine which approach is best for your business you need to first research and understand your target market. This assessment will aid in delivering maximum results. For additional ideas, please visit [Ways to Promote Your Product or Service](#)

Whatever stage your business is at - start-up or expansion-good products or services are not enough to ensure your business success. Marketing is about finding and keeping good customers and finding new customers and markets. As you develop and implement your marketing plan you will have to keep abreast of changes in the market and understand how these will impact your customers and potential customers. You will also need to keep aware of what your customers are doing and find unique ways to promote your own products or services.

Marketing Issues and Ideas

What is marketing?

Marketing includes the activities involved in creating an interest in or desire for your product or service. In this website we hope to provide you with valuable tips for planning and delivering your marketing initiatives and marketing on the Internet.

- [Generating Marketing Ideas](#)
- [Marketing Checklist for Small Retailers](#)
- [Developing New Accounts](#)
- [Writing a Proposal](#) (PDF file)
- [Marketing Effectively in a Western Culture](#) (PDF file)
- [Entrepreneur Exchange](#)

Do you have a great business idea or proposal, but need some advice or inspiration to move that idea forward? Then take part in The Entrepreneur Exchange

- Take advantage of our seasonal [Guest Advisor Program](#) . You can speak to business management consultants, business coaches, lawyers, accountants, and financial representatives.

The Marketing Mix

The marketing mix is a set of controllable variables used to plan and implement a company's marketing program. It is also known as the Four P's of Marketing – Product, Price, Place, and Promotion. Together these elements assist a company in strategically marketing their products and services. The Chartered Institute of Marketing discusses some of these areas further in a [10 Minute Guide: Marketing Mix](#)

Market Research

What is market research and why is it different than marketing?

As stated previously marketing encompasses everything that a business does to get and keep customers whereas market research according to Barron's Dictionary of Business Terms is the **"gathering and analysis of information about the moving of goods or services from producer to consumer."** Market research typically includes: about the marketplace, consumer needs and why they buy/don't buy what they do. Another aspect of market research is product response, why consumers like / dislike about the product / service.

Market research consists of primary (customers, employees, etcetera) and secondary (government census, trade association surveys, newspapers) sources of information which can be qualitative (subjective like a questionnaire) or quantitative (measurement: percentages, numbers).

- [Your Marketing Strategy](#) (PDF)
- [Market Research - Where to Find the Information You Need](#)
- [Guide to Market Research and Analysis](#)
- [Market Research - The Basics](#)
- [How To Find New Markets](#)
- [Primary Research Techniques](#)

 **Check out our upcoming [BizStart Webinars](#)** | from business planning and financing options through to marketing strategies and bookkeeping ...
Learn from local Alberta entrepreneurs and small business experts.

Market Research Tool

- [Community Profile Search Tool](#)
Use this tool to find useful market information on the communities in Alberta.

Advertising and Promotions

Are advertising and marketing the same thing? In a word "no", advertising - letting potential customers know what your product/service is, where you are located and why you should buy from me is all part of your communications strategy (part of your overall marketing plan). Advertising can be in many forms from media (radio, television, newspaper) to billboard, internet, flyers, or word of mouth.

- [Advertising Guidelines for Small Retailer Firms](#)
- [Do You Know the Results of Your Advertising](#)
- [Guidelines for Developing a Company Brochure](#)
- [Plan your Advertising Budget](#)
- [Signs and your Business](#)
- [Internet Marketing](#)
- [Developing a Promotional Plan](#)
- [Networking Organizations](#)

Marketing Plan

What is a Marketing Plan?

A Marketing Plan is a document that describes how a business will promote itself and exploit identified opportunities. A marketing plan usually addresses the entire marketing activities of the company but individual plans may be created for the launch of a new product or service.

- [Marketing Plan Outline](#)

Other Sources of Information

- [Government Programs and Services Database](#)

Search various categories of business-oriented programs, services and some regulations of the provincial and federal government departments and other organizations that are partners in the Canada Business Service Centres and The Business Link Business Service Centre.

- [Marketing Links](#)

These links will transfer you to sites operated by various government departments/agencies and private sector organizations and companies providing information on this topic.

- [The Business Link's Search Engine](#)

Search our entire site by keyword.

- [The Business Link's Business Officers](#)

Our business experts are always ready to discuss your business needs in confidence.

- [Library Pathfinders](#)

Our pathfinders provide a quick reference of The Business Link's library materials available

on this topic and many others.