

Marketing, Advertising, PR....

Is your business using these techniques the right way?

“The key to building and maintaining a successful business is balance. Specifically, planning out what combination of business building and development techniques are used, in what combination with what resources in what time-frame”

Business Building & Development
Techniques include:
Communications
Marketing
Advertising
Public Relations
Networking
Sales
Media Relations

Building and maintaining a successful effectively run and well operated business requires knowledge of the individual business building and development techniques. In order for a business to prosper, it must use the right combination of techniques in a certain timeframe with the appropriate amount of resources.

Business building and development techniques include but may not be limited to communications, marketing, advertising, public relations, networking, sales, media relations and professional development.

Each technique has a purpose and is designed to reach or accomplish a specific goal or objective. Knowing the purpose of each individual technique and how they differ from and compliment each other significantly reduces the chance of the business

wasting time and resources and increases a business's return on investment.

When properly used, planned out, combined and strategically implemented on a business specific basis, businesses can benefit from these techniques in the following ways:

- Build a business “brand” or increase “brand” awareness
- Create new or repeat sales
- Raise a business's profile or image
- Build a solid positive business reputation
- Attract investors
- Get a business media attention or publicity
- Generate customer, community, and/or industry “goodwill”, credibility or respect
- Develop communi-

cations that speak directly to customers or target market
→ Solidify the business's “place in the market”

Learning how the individual techniques work and applying them in the **right balance** for your specific business will allow you to grow, take on your competition and stay at the “top of mind” of your customers.

Businesses that grow, maintain a solid credible reputation and are viewed as making a positive contribution to their industry, in the community and with the general public-at-large know the purpose of each individual technique, where to use them and in what balance.

Do you know what the right balance is for your business?