

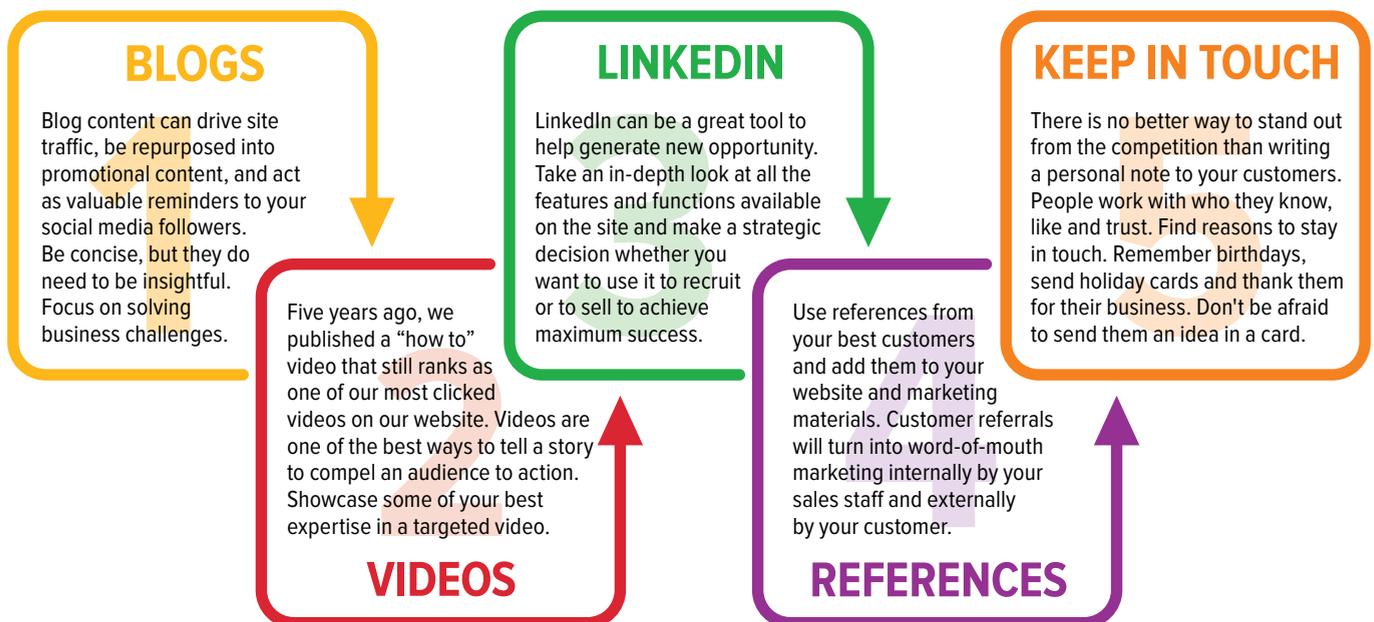
# 5 SMART marketing tactics for small biz

By Brenda McCurry, Vice President, Merchandising

Marketing can do a great job in helping you keep new business coming in and nurturing existing customer accounts. When you tie your marketing to growth in these accounts, future campaigns become smarter and your sales team is truly extended by your marketing efforts.

Knowing where to begin can be daunting, like boiling the proverbial ocean. Select a few areas where you can start and move forward from there. Even with tight budgets, there are some cost-effective tactics you can focus on while you build your case.

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To many resellers, MDF and co-op funds may be available through your vendor and distribution partners, if you are willing to give your vendors some due promotion.

No matter how you plan to finance your marketing campaigns in the future, you should view marketing as an investment. And like a good investment, your dollars should work for you as an extension of your sales team, pushing prospects through the sales funnel until they are ready to make a purchase. Your marketing should also act as a brand advocate, informing others of how you can help them. If you can show success here, making future investments in marketing won't feel so daunting.