
7. Manage Sales & Marketing

When:

Phase: Manage, Activity 7.

Who:

Entrepreneur, Employee(s), Mentor

What:

Very important to the Micro Business is advertising and marketing. Also, your relationship with the consumer. After covering marketing we look at the sales function and discuss what it takes to make this a successful process as well.

Why:

The success of the sales and marketing functions are crucial to your success as a “Mom and Pop” shop. Sometimes budget constraints limit what you can do here, so be sure to make careful decisions when deciding how to spend on each.

Marketing and selling through a website will most likely be your primary tool. Remember the wonderful thing about a website, the “store is always open, 24x7.” Websites have the ability to capture all sorts of statistics that will help you assess performance and make corrective adjustments to the marketing and sales functions.

How:

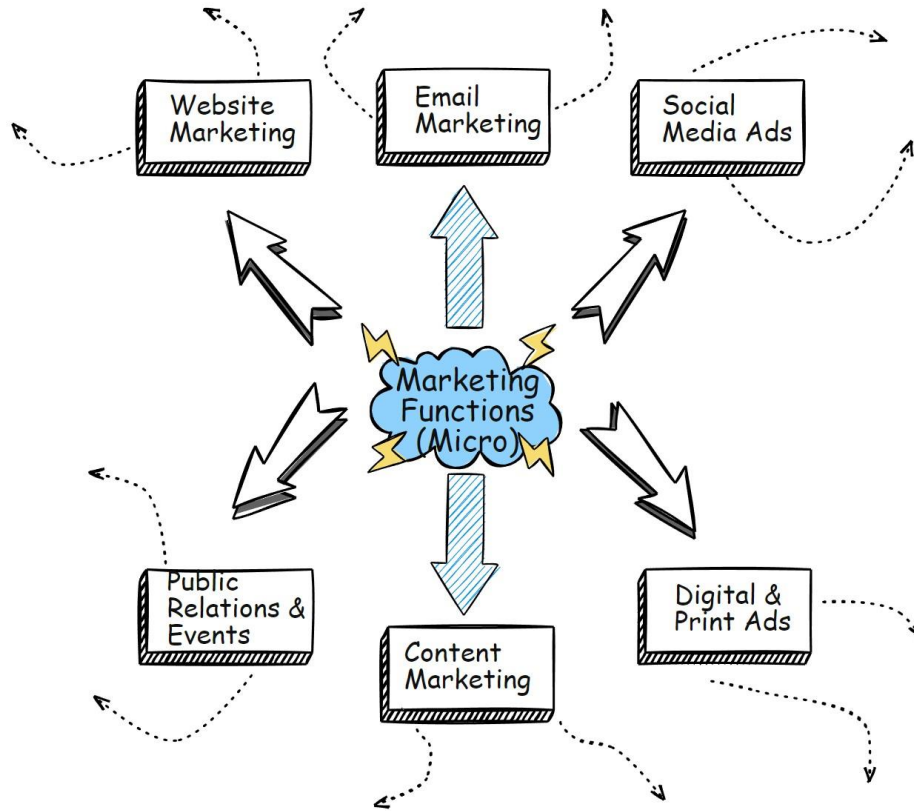
- A. Managing Marketing Function and
- B. Managing Sales Function

A. Managing Marketing Function

The marketing management functions include analyzing, coordinating, planning, and executing procedures designed to increase customer engagement, drive sales, and create product/service awareness. These functions focus on implementing product, place, promotion, and price strategies and objectives.

Promotion helps with brand awareness while educating target audiences on a brand's products or services.

Promotion may include any of the following strategies:



© Copyright Structured Startup, LLC 2023 All rights reserved.

Figure 1: Micro Marketing Functions

Website Marketing:

As a micro business startup, your website presence and content will be your number one marketing tool. As such, you should use tools like Google Analytics and Google Keyword Planner. You set them up with an account and they are free to use. They are necessary!

Etc...