

Think Small

10 ways to better
market to small
businesses

EARNEST

ONE

Look beyond
firmographics

Don't forget the human
stuff when segmenting.

Try psychographics,
which look at buyers'
emotional drivers.

Address everyone,
address no one.

It's time to get smarter.



THREE

Stop selling,
start helping

Small business owners
feel swamped. Help solve
their problems and the
sales will follow.

FIVE

Deliver on your
promises

One minor blip
can easily become a
relationship-ending
fail. Do exactly what
you say you'll do.
Never over-promise.



TWO

Go visit people

Face-to-face meetings
build stronger
connections than
phone calls and emails
ever can.

FOUR

Support networking
events

Offer a space to meet.

Run workshops.

Invite like-minded
businesses to join.

That help thing again.





SEVEN

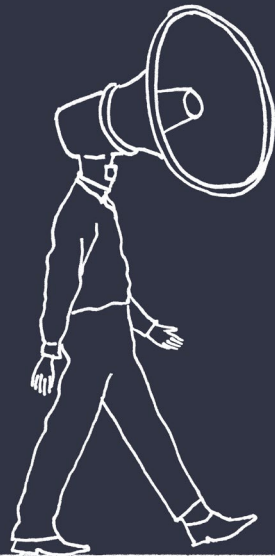
Be a trusted adviser

A well-informed sales rep who has the buyer's interests at heart, not the brand's, can be the clincher.

SIX

Work with communities

Do your bit on the ground. It humanises your brand, builds trust and strengthens bonds with small-business owners.



EIGHT

Know what's at stake

Empathy matters. Never forget that small-business owners put their whole world on the line. Every single day.

NINE

Remember who's the expert

Don't tell owners what's best for their business. They already know. Ask what you can do to help.

TEN

Ditch the jargon

No one trusts it. Everyone hates it. A sure-fire way to lose a buyer's interest. To lose anyone's interest.



Find out how we can help you improve your small business marketing: <https://think-small.business/>