

Two of the most important questions to answer in your small business marketing efforts

What do you do and who cares - the essence of your small business marketing efforts

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Here are two questions that can help you improve your small business marketing efforts.

And while most consider inquiries to be the most important measure of an advertising campaign, the truth of the matter is, for most businesses, potential customers should matter more.

Especially in times where businesses and consumers alike are trimming budgets and being more careful with their money.

So if you're looking to grow your customer base, and not just your inquiry list, put some effort into answering the two questions below before spending money on marketing.

And trust me - these may look like very basic questions but the power of the answer is in the simplicity.

1. What do you do?

What does your product or service provide that a normal person would understand and see value in? It's amazing to me that many new clients have trouble with this one.. and let's be honest, many of us have learned to be many things to many people in order to survive so it's understandable. But the basic question is very important. The answer should clearly connect with a prospect and allow you to converse about their need and how you can provide a solution to that need. This is the foundation of making connections. Is the origin of the sale. Know what you do and why someone should care and say it clearly and concisely. That doesn't mean you have to have only one answer to that question - you can have many answers depending on the audience that's asking.... and that brings us to point number two.

2. Who cares?

Sounds a little rude huh - but think about it. You have a certain market that you want to connect with and doing so makes you money. Figure out who those are and work like hell to connect with their wants, needs, and desire. Connecting the benefits of your business to the needs of your various target markets - in a way that can be clearly and quickly understood - will enable you to effectively communicate why your product or service should matter to them. Group your customers into target markets by finding similar characteristics in their needs and you can begin to develop business pitches and marketing materials matching their needs to the benefits of

your business.

Conclusion:

Busy is not always productive. Spend your time working on fostering relationships with your key customer prospects instead of just anyone who comes knocking and you'll see profit in return.

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