

# Perriam & Partners Ltd

## Chartered Accountants & Business Advisors

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### Marketing Tips

Six actions to take to make sure that client's don't lose sight of you;

**1. Invest in your brand marketing strategy and create a unique proposition.**

Chances are you've been putting this off for ages, even though you know that what you promote to the outside world is poorly defined.

**3. Invigorate your staff and fill in gaps in your marketing strategy.**

Take the time to listen to them when shaping your strategy. You will take them from being cynics to advocates. This greatly aids in plugging the gaps that exist when cross referral opportunities arise.

**5. Get our form behind the computer and speak at networking events.**

Personal relationships are the strongest any business can have, and are certainly far more powerful than emails, letters and newsletters. As every, people buy people.

**2. Get your marketing materials and business development collateral up to date.**

Once you have your proposition in place, it is easy and relatively inexpensive to ensure everything has the right brand cues and is promoting the firm the way you feel it should – and the way in which your clients will respond.

**4. Stimulate existing clients and reactivate past ones.**

Talk to them in an imaginative and emboldened way. Find out exactly what they are looking for from your business. Make sure your database/website is healthy and up to date in order to get the most of your contact strategy.

Do not underestimate the power of existing business. The next time you are thinking of phoning a new business lead, phone an existing client instead.

**6. Act NOW!**

Don't prevaricate any longer. Get your brand equity sorted out and ensure you are not just giving your business the best chance of survival; you are actually giving it the opportunity to thrive. Remember there will always be the "Cautious Colins" who want to sit tight – now this is your chance to leave them trailing in your firms wake.