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## **FIRST STEPS TO MARKETING A SMALL BUSINESS**

It is difficult to start a business, let alone learn how to market it. It is not uncommon for new and small business owners to find themselves in the marketing role and quickly become overwhelmed. There are marketing basics that are important to every small business owner. Marketing is not an expense, it is an investment and it is important to have a clear understanding on where to start investing.

There are so many definitions that describe marketing as small business owners understanding what it is can leave us confused. Good marketing is critical to the success of any business and understanding what will help your small business get started on the right foot.

Truth is when a business understands the importance and the role it plays in growing a business. When you understand the importance of marketing you can use it to promote the ongoing transition of your services and products to the consumer; this can create success in your small business.

Market research helps you to determine how your product or service will be accepted among different demographics.

Consumers are looking for something more than a flashy ad or attention grabbing commercial when considering where to spend their hard earned money.

There are certain things you need to consider and different steps you need to take in order to help the consumer feel comfortable.

A marketing plan serves as a roadmap when it comes to your marketing initiatives. A detailed marketing plan will show you what to do and help you understand why you are doing it.

Determining how much of your resources to marketing within your company can be is one the biggest obstacles that businesses face.