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When you are trying to start a business marketing is very important and public relation is also important.

What is marketing?

Marketing is the study and management of exchange relationships. It is the business process of identifying, anticipating and satisfying customers' needs and wants.

What is public relation?

public relations is all about maintaining positive relationships with anyone who has an interest in the organisation or brand.

So I'll be choosing kyliedesign as my company in this assignment.

We'll be talking about four major business plan to do in this company.

1. Make use of marketing
2. Make use of public relation
3. Have a great customer service skills
4. Have a website.

1. MAKE USE OF MARKETING:

We are looking at 8 steps to take under marketing.

1. Conduct market research
2. Profile your target markets
3. Identify your unique selling proposition
4. Develop your business brand
5. Choose your marketing avenues

6. Set your goals and budget

7. Nurture your loyal customers

8. Monitor and review

1. Conduct market research:

Market research is a key part of developing your market strategy. It is about collecting information that provides an insight into your customers thinking, buying patterns, and location. In addition, market research can also assist you to undertake an initial sales forecast, monitor market trends and keep an eye on what your competition is doing.

2. Profile your target markets:

Yes Trying to promote your product or service to everyone can be costly and ineffective. Grouping or segmenting your potential customers based on certain characteristics will help to focus your marketing efforts.

3. Identify your unique selling proposition (USP):

A USP is the unique reason your customers buy from you and not your competitors – it's what makes your business stand out from the crowd. It is important to define what you do differently and be able to convey that to potential customers. Commonly, this reflects your special knowledge or skills.

4. Develop your business brand:

Every business, regardless of size, is likely to need a brand. A brand is more than a logo, colour or tagline. A well- articulated brand emotionally connects with your target customers and conveys who you are, what you stand for and what you can deliver.

5. Choose your marketing avenues:

While there are many available, consider your target audience when you are determining which to use.

Options include a business website, social media, blogging, brochure and flyers, networking events, print advertising, word of mouth, cold calling and letter drops.

6. Set your goals and budget

Marketing goals will help you to define what you want to achieve through your marketing activities. Your goals should be SMART: specific, measurable, attainable, relevant and time-based.

You will also need to allocate a budget to your marketing activities. Your marketing budget will need to include elements such as:

i. website development and maintenance

ii. search engine optimisation strategy

design of branding

iii. printing of promotional material (business cards, brochures, signage, etc)

7. Nurture your loyal customers:

Your customers are the key to your success so it is important to look after them and encourage loyalty. Providing exceptional customer service can keep people coming back and set you apart from your competitors.

Strategies to build loyalty in customers include:

i. communicating regularly with ii. customers through social media, blogs or e- news

iii. providing after- sale follow up

delivering on your promises.

8. Monitor and review

It is important to regularly monitor and review your marketing activities to determine whether they are achieving the desired outcome, such as increased sales. Initially you should review your marketing plan every three months to ensure your activities are supporting your strategy. Once your business becomes more established review your plan when you introduce a new product or service, if a new competitor enters the market or if an issue arises that affects your industry.

Monitoring activities may include reviewing your sales figures on a regular basis (monthly) or monitoring customer activity during an advertising campaign. You can also access and review free analytic tools to determine the effectiveness of your social media or website campaigns.

2. MAKE USE OF PUBLIC RELATION:

Public relations describes the various methods a company uses to disseminate messages about its products, services, or overall image to its customers, employees, stockholders,

suppliers, or other interested members of the community. The point of public relations is to make the public think favorably about the company and its offerings. Commonly used tools of public relations include news releases, press conferences, speaking engagements, and community service programs.

3. HAVE A GREAT CUSTOMER SERVICE:

Excellent customer service creates loyal customers for life who are willing to refer your business to friends, family, and colleagues. Providing this type of excellent customer service starts with a genuine desire to delight your customers, but you also have to think beyond selling your products or services.

4. HAVE A GREAT CUSTOMER WEBSITE:

Why this company needs a website is because no matter what your business or profession, a website can generate business, promote goodwill among customers and prospects, and deliver strong marketing messages - whether your business is small, large or in-between, well-established or brand-new.