Executive Touch Ltd Highlight 5 Top Business Tips

Wednesday 12 March, 2014

Leeds' premier outsourced sales and marketing firm Executive Touch Ltd highlight five top tips for start-ups and small businesses in the direct marketing industry.

Managing director James Sagar of Executive Touch Ltd highlights five marketing tips which he believes will be the most useful for start-ups and small businesses operating within the field of direct marketing.

1. Set Daily Goals

Goal setting in business is essential, but even more so for small businesses. MD James Sagar claims that setting daily, weekly and monthly goals provides direction for the business, and makes time management much easier. By physically writing down goals, it increases the chances of actually accomplishing them. Research has shown that people with goals are more likely to succeed. This was proven in a study in 1953 based on the goals of Harvard Yale University students, titled "1953 Yale Study of Goals" (whitedovebooks.co.uk).

2. Narrow Target Niche

According to Executive Touch Ltd defining a target niche market is extremely useful for a number of reasons. A target niche will help determine whether or not there is enough demand for the product or service on offer; it gives an insight into which tweaks need to be made to the business model in order to fully meet the needs of prospects and helps craft the marketing message accordingly to appeal to future customers. The target niche can be determined using a number of factors including age, geographical location, gender, income and buying habits.

3. Get Found in Local Directories

James Sagar of Executive Touch Ltd emphasizes the importance of having a strong presence in local directories, as research confirms a large proportion of customers use a local business directory to seek out businesses. Being predominant in local directories generates more exposure to a wide audience of local searchers. Business directories range from the Yellow Pages and Google Local to LinkedIn and Facebook. So having a strong online presence across business directories and social media platforms is essential.

4. Networking

Actively networking is one of the most efficient marketing tactics to increase growth and sustain success for small businesses, claims Executive Touch Ltd MD James Sagar. Business relationships are just as important as those with customers; and regularly attending networking events is the easiest way to form connections with fellow business owners and entrepreneurs. Networking is an excellent opportunity for learning from other people's experiences and ideas as well as establishing connections with pivotal individuals that could be useful for future endeavours. James Sagar claims that networking has been one of the contributing factors for Executive Touch Ltd's growth across the UK.

5. Be Easily Contactable

Although this might seem obvious, it is surprising how many people forget to include contact details at the end of their emails or to give new connections their business card. Businesses who are easily contactable and easy to find online fare much better. Also, consumers are more likely to become returning customers to those businesses who can be contacted of found online without any hassle. James Sagar expresses that providing customers with multiple contact channels results in an increase in brand loyalty and boosts their overall customer service experience.

Executive Touch Ltd is a leading provider of outsourced sales and marketing in Leeds, West Yorkshire. The firm have a broad market reach, delivering engaging direct marketing campaigns for a number of clients throughout the UK, including in Southampton, London and Maidstone.

Sources:

Media:



Related Sectors:

Business & Finance :: Opinion Article ::

Related Keywords:

Executive Touch :: James Sagar :: Leeds :: Business :: Startups :: Small Business :: Networking ::

Scan Me:

http://www.whitedovebooks.co.uk/2011/05/the-1953-harvard-study-on-goals/

Company Contact:

Executive Touch

E. info@exectouch.co.uk
W. https://www.exectouch.co.uk/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.executive-touch.pressat.co.uk