GB Marketing Enterprise: Guide to Cost Effective Marketing

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For the majority of small businesses and start-ups, funding is tight. GB Marketing Enterprise reveals their secrets to cost effective marketing that generates high results without breaking the bank.

SMEs are struggling to overcome the pressures of funding and budgeting and are therefore cutting marketing from their agenda, finds a new study from Marketing Week. Data from a variety of sources shows that budget, expertise and time represent significant barriers to small businesses' ambitions and marketing plans are being put on hold as a result. There is serious pressure on small businesses to gain funding to get their project started and then budget successfully otherwise they potentially risk failure, so marketing is being pushed to the bottom of the list in favour of certain resources and money-saving.

However, GB Marketing Enterprise points out that marketing can be extremely significant for small businesses in generating customers and sales, therefore increasing the budget they have to work with. Every £1 spent on advertising benefits an SME eight times as much as it would a larger firm, according to a report released by The Advertising Association. However, only one in five businesses believe that increased marketing spend will be their key path to growth this year. This is despite the fact that 57% think they would benefit from a marketing boost to help them achieve their full potential. Almost three quarters of SMEs say that marketing is important to them but 40% say a lack of budget is the biggest barrier, followed by a lack of expertise (25%) and time (25%). GB Marketing Enterprise believes that these statistics show that businesses should not scrap marketing plans in order to cut costs, because marketing is beneficial to their business.

GB Marketing Enterprise believes that for those businesses worried about the cost of marketing, direct marketing is a cost-effective solution. Outsourcing to a direct marketing firm is cost-effective because a full team of professionals is provided, which means there is no cost of hiring and training staff. The unique personalised connection that direct marketing offers means that they connect with ideal consumers who are the perfect candidate for your product or service which leads to more sales. Direct marketing always generates a high return on investment.

GB Marketing Enterprise specialises in a unique form of direct marketing whereby they connect with consumers on a face-to-face basis in order to create long-lasting and personal connections between their clients' brand and consumers. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients. GB Marketing Enterprise offers their direct marketing services on a 'no win-no fee' basis meaning that there is no financial risk to their clients, even in times of economic downturn.

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