

Five FREE Standout Techniques

1 Exceed Expectations.

If you say you are going to do something, Do It. Remember to under-commit, and over-deliver.

2 Be Consistent.

Make sure the quality of your work is consistent. Once you provide a client with a piece of work, an expectation is formed that all your following work will meet that same level of quality. Exceed your customers expectations, and they will spread the word.

3 Deliver Good Service.

Give outstanding customer service. Everyone understands the importance of good customer service, but very few businesses actually deliver it. If you consistently give outstanding customer service, you are bound to stand out from your competitors.

4 Use your Database.

Your client database is a valuable source that should not be overlooked. Your database gives you the ability to communicate with your target market, create top of mind awareness and offer extra value. Communicating the right message at the right time could lead to repeat or referred business. Make sure you are effectively using your database. But, keep in mind, no-one likes a spammer.

5 Interact with your Community.

We live in the age of interactivity. Find ways to interact with existing and potential customers. This can be both online and offline. Why not join online communities, engage in social media, participate on forums, or go to local events? You never know who you might meet!

These are just five techniques that will help you stand out. If used effectively, these techniques should, at the very least, help you create positive word of mouth – the most powerful form of advertising that costs nothing to implement.

Need help with your marketing?

Debut Marketing is a young professional marketing firm that specialises in creating and implementing marketing plans, campaigns and initiatives. Our 'Outsourced Marketing' service gives small-medium sized businesses access to a flexible, full-service marketing department, without the overheads of wages, superannuation, and annual leave.

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