

# The 168 Steps to Starting a Business

## Part III - Marketing

In the third instalment of our first blog-inspired column, "The 168 Steps to Starting a Business", we are running your best suggestions on how to market and brand a new business on a standard start-up budget (i.e. on the smell of an oily rag).

*Make use of the extensive, free marketing advice available via the blogs of some of the best in the business. As a starting point, check out Seth Godin's blog, and for more tactical advice, check out Copyblogger, Conversation Marketing, Duct Tape Marketing and Pro Blogger. Each have a different focus, and can point you to other helpful resources.*

*Selina Nisanyan*

### *Respect and cultivate media contacts.*

*Our understanding of the world and opportunities is heavily mediated. If you value your business's message, respect the messengers! Those working in the media frequently do so under enormous pressure. They must constantly unearth content that will entertain, educate and interest us all. Appreciate this. Learn how to assist journalists and editors. Don't just rely on your PR agents.*

*Craig Hodges,  
[www.craighodgesmedia.com.au](http://www.craighodgesmedia.com.au)*

### **Start your marketing by planning for an adequate communications budget.**

Reaching your prospective audience with your offer is the most expensive part of your marketing, and is likely to constitute 80% of your marketing investment. If you do not have the funds for this you are in trouble, no matter how wonderful your innovation is! Improve your chances of success by starting with the question, "How much will it cost to..."

- ... expose the minimum number of the right target audience (e.g. 30,000 Frequent Flying IT executives earning \$120,000+)
- ... touch the right customers the right number of times (e.g. 3 times within 3 months)
- ... elicit a favourable response (e.g. sales to break even)

**Gene Stark, [www.starkrealitymarketing.com.au](http://www.starkrealitymarketing.com.au)**

### **Try to avoid using your name in a start-up business name.**

Should the business become hugely successful and you are offered a trillion dollars to purchase, a business name is always more attractive than 'Joe Smith' advertising. People always want to speak to Joe Smith himself.

**Jodie Artis**

### **Build public relations into your planning.**

Building credibility and trust through media coverage is a great way to establish reputation with your customer base quickly. Don't forget that online PR is a valuable addition to traditional PR. Look at blogs, online media releases and articles, twitter (the list goes on) to achieve online visibility.

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