

Quick Tips for Small Business Entrepreneurs In 2015

Advice you can't afford to miss!



Biz2Credit[®]

Table of Contents

1. Introduction 3

2015 – The Year of Customer Experience

2. Tips for Marketing Your Product Better: 4

Customer Engagement - Be Interesting!

Technology - Develop a Technology Strategy

Measuring Marketing - Make Dashboard Metrics Meaningful

Conversion - Convert Customer Expectations into Product Characteristics

3. Quick Tips for Seeking Finance: 7

Demonstrate a Robust Financial Profile

Provide Investors with a Strategic Plan

Be Realistic on Financial Goals and Requests

Show Expertise and Commitment

Make Your First Impression Count

4. Tips for Better Online Brand Building: 8

How to Establish Your Brand?

Digital Branding Trends for 2015



Introduction

2015 - The Year of Customer Experience

Customer experience is more important now than it was ever before. Business competition is heating up and in the social media era, there are many metrics in which consumers can use to evaluate their experience. A business's level of customer service will often translate to the success or failure of the business.

Here are five steps to build brand loyalty:



Step 1 - LISTEN

Listen to what your target audience has to say. Start your business idea based on the requirements of your target audience.



Step 2 - THINK

Think about the possible solutions that you can offer your target audience for a particular need. It is essential to carve a niche for yourself and provide something exclusive to your audience.



Step 3 - EMPOWER

Empower your employees with the freedom and motivation to create something extraordinary. The more trust you put in your employees, the better the productivity would be.



Step 4 - CREATE

Create a product that lives up to your customers' expectations and fits their needs aptly. Developing the right product is the very essence of every business.



Step 5 - DELIGHT

Delight your customers by catering to their product expectations and providing them an exclusive solution for unaddressed issues.

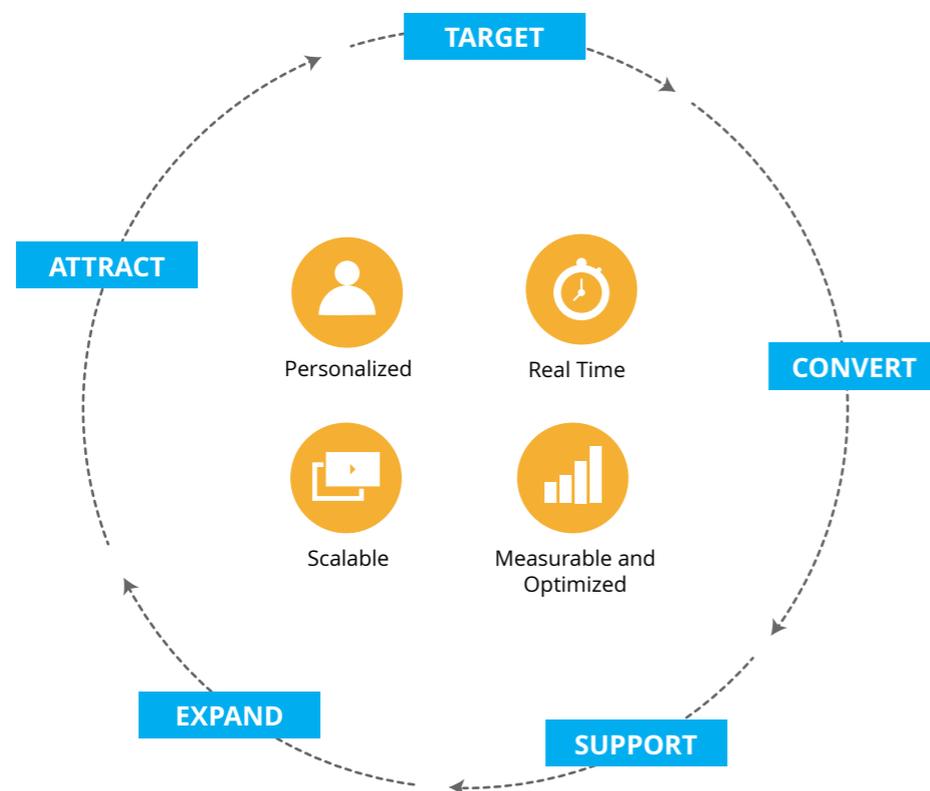
Tips for Marketing Your Product Better:

Customer Engagement – Be Interesting!

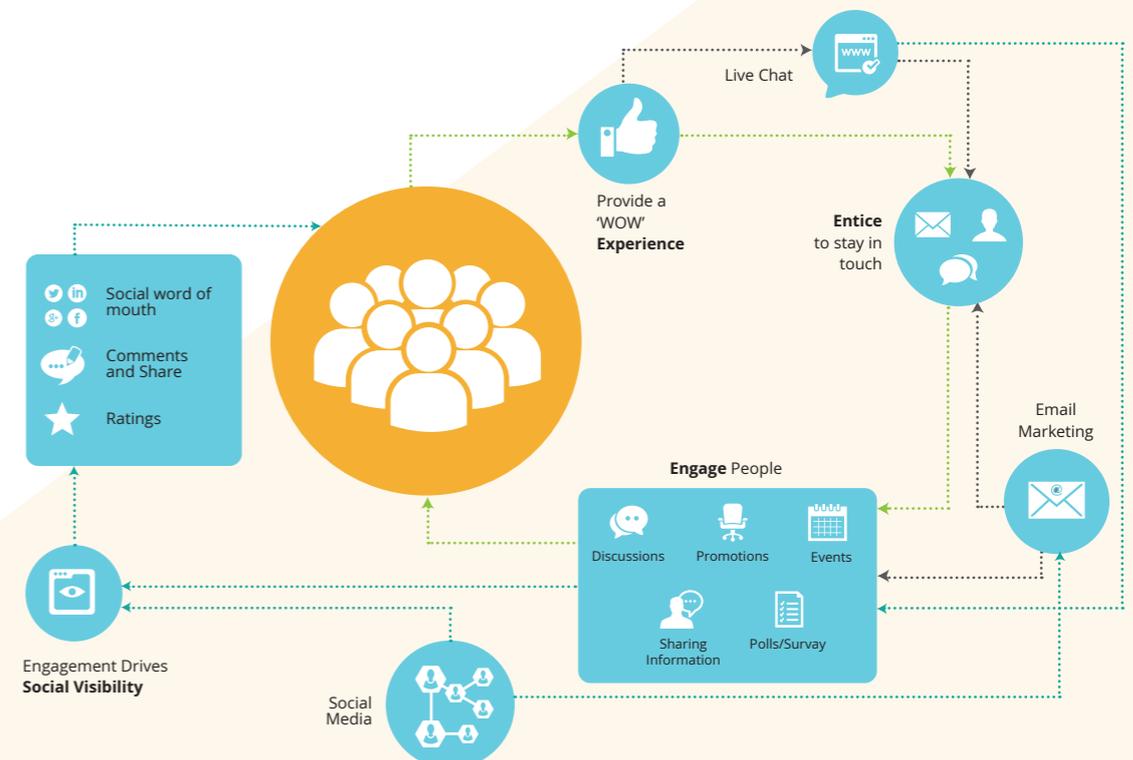
First thing to market your product better in 2015 is to engage your customers as much as you can. Understand your customers' expectations and try to keep marketing strategies interesting to align with the set goals and expectations. Remember, happy interested customers will always say good things about your product and services. Make the most out of innovations in technology such as cloud computing and new channels of distribution to keep your customers engaged with your brand.

Here are five quick tips that can help you engage your customers better:

- Adapt new technology
- Talk to your customers on social media
- Pay attention to your customers' feedback
- Run contests and events
- Have a well-planned engagement strategy



CUSTOMER ENGAGEMENT TOOLS



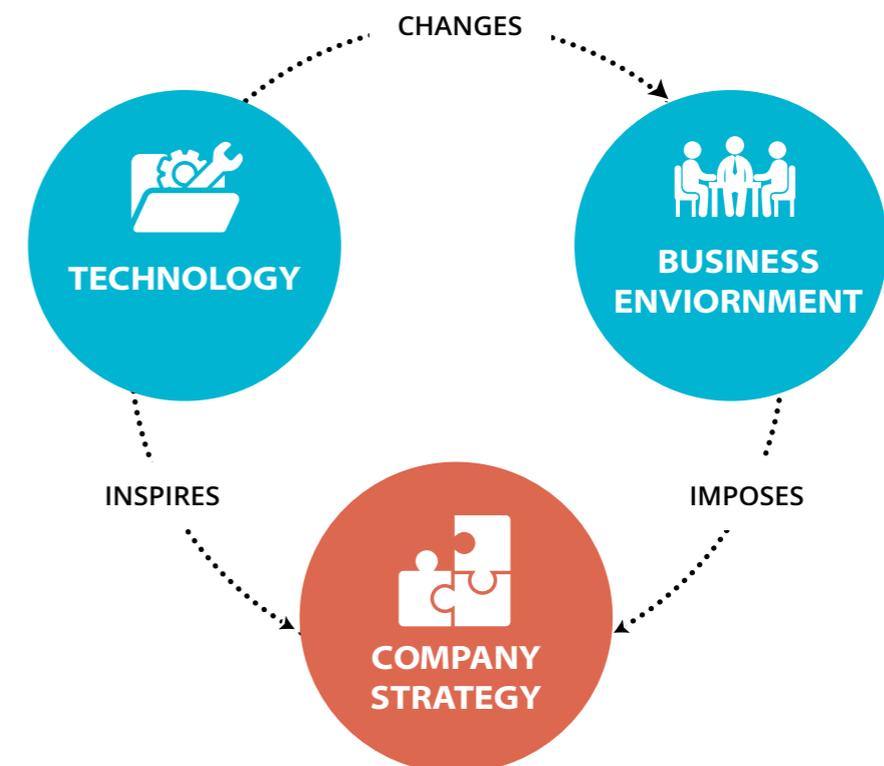
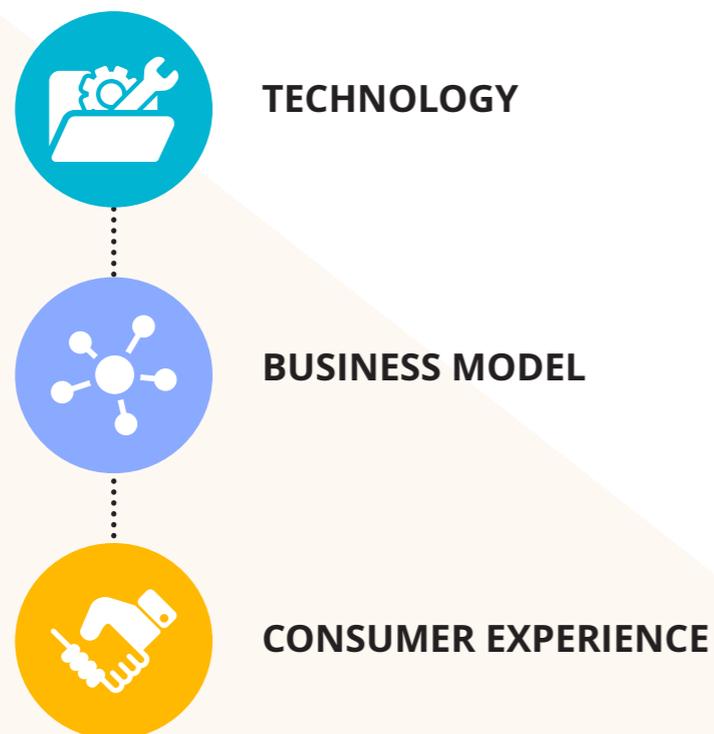
Catch your customers' fancy and keep them hooked!

Technology – Develop a Technology Strategy

Technology plays a crucial role in building cutting edge brands and thus, it should be given its due importance while making marketing road maps. Having a formal marketing technology strategy in place would ensure a smooth sail while keeping pace with changing tech trends, brand sentiment and expectations. Moreover, with the ever expanding landscape of product, platforms and point solution agencies, the need for a well-crafted technology strategy has become indispensable for today's businesses.

Some of the key factors to remember while planning a technology strategy:

- Set aside a portion of your budget to pilot new technologies.
- Consolidate and use as much data as possible to achieve your core mission.
- Nothing pays off better than properly structured and funded technology training sessions.
- Highlight opportunities for breakthrough innovations to radically accelerate the research and development process.



Invest in technology today to reap success tomorrow.

Measuring Marketing – Make Dashboard Metrics Meaningful

More and more businesses this year are making a shift from big data and dashboard reporting to conclusive metrics that can drive effective marketing decisions. Analyzing the available data while aligning the metrics to sales, revenue and profit can help provide a crucial insight into the actual positioning of a business. Thus, allowing a definitive roadmap to re-prioritize marketing initiatives if needed, for attaining set financial goals.



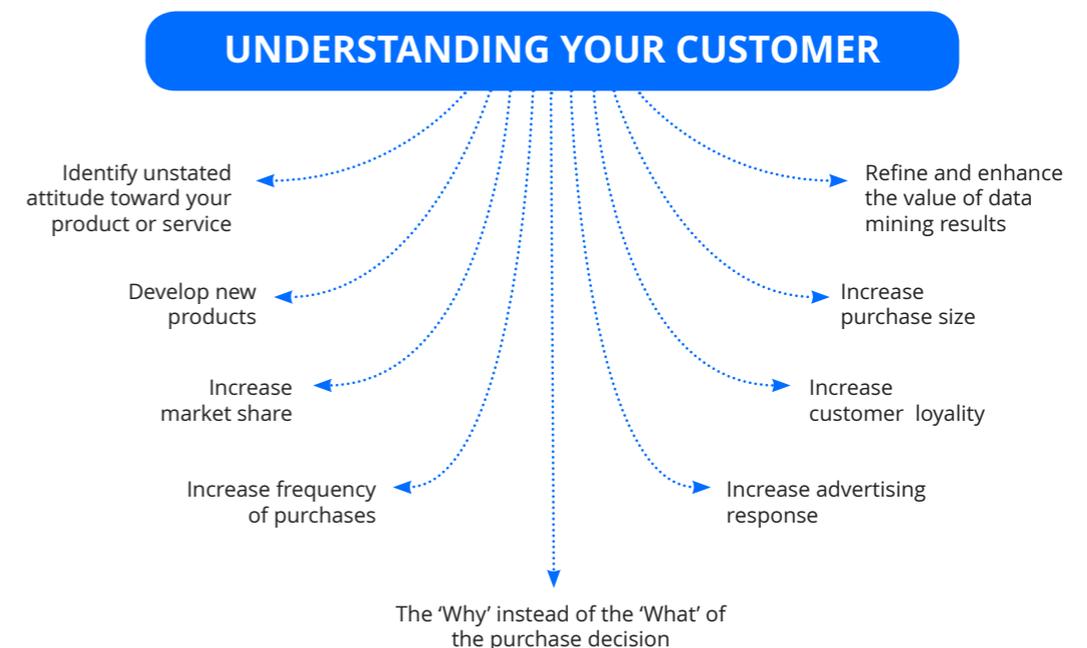
What can be done to make dashboard metrics more meaningful?:

- Set benchmarks and segment data into niche slots.
- Maintain a separate section of selected critical metrics.
- Include insights (in words) to summarize the performance and recommend actions.
- Try planning a dashboard that fits within a single page.

No metrics, no future.

Conversion - Convert Customer's Expectations

The way to get your product accepted by your target audience is to convert their expectations into product characteristics. It is all about identifying the customer needs, delivering onto it and then promoting the same rigorously. Developing a product that matches the needs and choices of consumers will only ensure long term success and loyalty from the target audience.



The following factors should be considered while aligning a product with customers' motivations:

- Avoid exaggeration in terms of affordability and luxury.
- Position the facts considering the taste of the target audience.
- Be ethical while positioning your product.
- The worthiness of the product/service should speak for itself.

Product positioning should be relevant to the customers rather than to the company.

5 Quick Tips for Seeking Financing:



1 - Demonstrate a Robust Financial Profile

When applying for a loan, it is imperative to instill confidence in your lenders that not only they'll get their investment back from your business but, they would also make profits progressively over course of time. Your business' financial transactions and credit history should be reinstating that fact. You should be able provide a detailed analysis of your annual revenue, personal income, profit growth and other factors that have worked wonders for your business. Remember, your lenders are going to strictly monitor your business before making the final deal, so, it is critical to present a promising first impression.

2 - Provide Investors with a Strategic Plan

When presenting your case to a lender, it is important to provide core business details such as sales figures, unique selling points, customer base, and key competitors. Honesty and transparency is a given, but should you have any history of business debt, it is important to present it in such a way that your company doesn't lose its profit-worthiness.



3 - Be Realistic on Financial Goals and Requests

Your business plan should be realistic, backed with all the necessary details. The business projections should be valid owing to facts and strong reasoning. Also, lenders should be provided with the latest information and business records. Remember, even a slightest bit of sloppiness in your business plan can leave a wrong impression on your lender.





4 - Show Expertise and Commitment

Apart from the business plan and credit history, you need to impress your lenders with your skills and expertise as well. Showcase your managerial skills and domain expertise. Convince them about a proper management structure that can execute all the business operations in a flawless manner. All this will only help in gaining your lenders' confidence and loyalty.

5 - Make Your First Impression Count

Focus on highlighting the small components of your business operation neatly such as a generic domain for company e-mail addresses and a professional bio of your employees. These small areas of detail can create a huge difference and can set you apart in the market. It will also make others feel that you are professional about the operational side of the business.



Tips for Better Online Brand Building:

How to Establish Your Brand Online?

Being a small business owner, you should put all the efforts to get your business noticed and well-received, especially among the online community. In today's competitive world, a strong online presence makes a whole lot of difference for every business. Digital branding has a great potentiality to build and enhance your brand.

Gone are the days when developing a certain number of targeted keyword anchor links could work wonders for your business. Now you have to be more proactive. Your business website needs to be aesthetic and user-friendly at any cost. To make your site more dynamic as well as to engage your audience more, you can go for pay-per-click advertising, search engine optimization, and native advertising. Your business website should have the ability to sway Google in a positive way and improve site ranking.

Here are some of the pointers that can help in building an impressive digital presence:



Professional Business Logo:

To set your brand apart from your competitors, try having a unique business logo with a professional appearance. An articulately designed logo can help you set the very foundation of your brand image.



Show Your Social Responsibility:

Highlight active participation in charity and make people believe that apart from making money, Good businesses help serve society, too. It will eventually help you create goodwill in the marketplace.



Your Social Media Presence Should be Active and Interactive:

You should be active on every effective social media platform to reach to a wider audience. Try connecting and interacting with your users as much as possible on a regular basis.



Your Business Should Have a Meaningful Purpose:

Make sure that your business has some value additions too. It should be something meaningful that people are looking for. This way you can appeal to more people instead of just sticking to product selling.



Press Releases:

Start distributing some press releases on a quarterly basis, if not weekly. Make them visible on the 'News' section of your official website. It will show that you have got something to share with your viewers. A company that press release is a crucial part of the branding process.



Take Your Online Reviews Seriously:

Customer reviews provide a fair idea about how your business is doing in servicing customers and allows you to compare how you are doing against your competitors. All of the reviews may not be positive, but they are a part of branding and a benchmarking tool to improve business operations. Ask your customers for their valuable feedback and highlight the positive reviews on your company's website.

Top 5 Digital Branding Trends for 2015

1 - E-payments and Social Media Will Redefine Your Business

Today's business world thrives on the popularity and ease of e-commerce. Catering to customers within the digital space has become indispensable. Online tools such as e-payment features and social media marketing form the backbone of a commercial domain. E-payment not only facilitates your customers in terms of online payment but also helps in enhancing the conversions and sales of your website. PayPal, ApplePay and mobile marketing along with social media are a great way to get rid of local retail challenges and target customers globally.

2 - Mobile Platform Weighs More

Mobile marketing has gained momentum in the recent years. With more and more mobile devices offering sophisticated platforms, 2015 would see less of users sticking to the web versions. Shifting focus to mobile marketing can help entrepreneurs keep pace with the changing trends.

3 - Citizen Journalism Will be the New Face of Media

Gone are the days when traditional news media was considered most trustworthy. The era of citizen journalism has taken center stage, especially on social media. In 2015, an increased number of users will continue to supply a number of unfiltered content. Indeed, many pieces will go viral in real time. Messages are being communicated faster than ever before -- and not only through "traditional" channels.

4 - Behavioral and Predictive Data Analytics Will Emerge

Predictive and prescriptive data analytics will greatly be taken into account in the year ahead. Marketers will use them to make advertising decisions. Big data analytics will help you fathom the behaviors and psyche of consumers.

5 - Content Marketing Will be Remodeled

Content marketing continues to evolve. It will be remodeled to align responsive web and mobile designs that calls for more images and demands less text for enhanced user experience. In this perspective, it can be said that visual content will outshine its textual counterpart.



Since 2007, Biz2Credit has arranged more than \$1.2 billion in small business financing to startups and expanding companies. Through its network of small business lenders and other partners, Biz2Credit has helped more than 100,000 companies grow.

For more information about **Biz2Credit**
call toll-free **(800) 200-5678** or
mail us at **info@biz2credit.com**

www.Biz2Credit.com
facebook.com/biz2credit
twitter.com/biz2credit

Follow us on



Disclaimer: This e-book has been created keeping small business owners in mind. While Biz2Credit suggests what all should be done with business loan proceeds, it is completely borrowers discretion to use the funding as deemed fit to them.