

Secrets

From an entrepreneurial startup to a business older than the state, from sole proprietor to corporation, businesses in Santa Fe have formulated their own tricks and tips to staying in the forefront of their customers minds. Here are their top marketing secrets:

1. Create a business that captures your personality. It will help to distinguish you from others by showcasing your individuality.
2. Send regular press releases to net a spot in an editorial piece. You'll be seen as an expert, create a portfolio piece and a new link on the web.
3. Donate to a charity auction to raise awareness in the community as well as entice event managers to your product or service.
4. Use e-mail to connect with busy clients. It creates a paper trail and keeps you in contact.
5. Spread awareness by hosting meetings for the non-profit sector. Invite them into your beautiful office!
6. Optimize your web site for search engines. Have your web developer search keywords against usage.
7. Train your employees to be brand ambassadors. Ask them, What would you do if it was *your* store?
8. Use an e-mail tracking program to check who opens your e-mail newsletters and press releases.
9. Do what you promise when you promise.
10. Call your client before she calls you!

