

Santa Fe Marketing

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's a quick survey that reveals their top marketing secrets.

1. Is the majority of your market local or out-of-town?

Local (Santa Fe) – 50%
Out-of-town – 25%
1/2 and 1/2 – 25%

2. What advertising has worked best for your business?

Newsprint, Radio, Magazine, Direct mail, Web, Cable TV,
Word of mouth, Telephone sales, Brochures, Networking,
other?

Word of Mouth – 29%
Networking – 18%
Referrals – 11%
Brochures – 11%
Newsprint – 11%
Direct Mail – 5%
Personal Sales Contact - 5%
Web – 5%
Yellow Pages – 5%

3. Can you share a guerilla marketing secret? (A free strategy that nets high conversion rates.)

- E-mail tracking
- One-on-one visits to area businesses
- Bumper stickers
- Optimizing your website
- E-mail correspondence
- Keeping promises
- Donation of service
- Interviews with local papers
- Training employees to give excellent customer service
- Handing out complimentary product

4. When is design an important part of your marketing plan?

- Always
- It says who you are.
- If the design doesn't attract attention, then the response is usually never a good response.
- It's a visual business world.
- If the design makes a strong first impression then I feel that the recipient is more likely to call or refer me.
- I am their first impression but my business card is the physical reminder of me.
- Consistent design builds recognition in the marketplace.
- Good design projects a certain image of your business.
- Your design makes an emotional connection with the client/potential client.

5. A piece of advice for new businesses in Santa Fe?

- Start small, keep goals realistic, and know who you are in the marketplace.
- Make connections with the non-profit sector to spread an awareness of your business.
- Be willing to look at other vendors capabilities and check references before making a buying decision.
- Keep it simple, don't overspend, be prepared for a long lead time until profitability.
- Do what you promise & you'll succeed; it's a small town, so word gets around pro or con!
- Two things that have won me jobs: my personality and showing up on time.
- Santa Fe is surprisingly competitive so creating a business that captures your personality will help to distinguish you from others.
- Be respectful and courteous. Don't start out by telling your potential client base what you think they need; let them tell you what they want and then deliver that product or service.
- Don't burn your bridges.
- Make friends!