



Tikshoret

BACK TO BASICS: MARKETING & COMMUNICATIONS FOR SMALL BUSINESSES

The main purpose of marketing and advertising is to tell people about your product or service. If you don't tell them, they don't know!

Messages learned from big brands are not usually applicable to small businesses, and the Israeli, religious and charedi communities are different in many behaviors, eg. kosher criteria, less advertising exposure, less cynical, more trusting

How much of your budget should you spend?

- How much can you afford? 5-10% of net sales revenue

The Importance of Branding:

- consistency of branding – color, look, font, simple is memorable
- picking name, domain, memorable, Hebrew/English, spelling
- magnets, business cards, stickers/cards with products
- ask a design student or friend BUT beware disappearing website designers!

Your Target Audience:

- women or men? old or young? technically savvy or not?
- target the places where they are and the things they read and notice
- your own customers and their friends – loyalty and word of mouth

Advertising: Who Reads What?

- Directories – on and offline
- Community Email Lists
- Anglo-Chareidi Publications
 - advertising only or editorial & advertising eg. newspapers
 - event brochures (tzedaka) – businesses supporting the causes that you support
- Israeli Market – do your research, ask neighbors, translate your ad
- Internet advertising – banners on major sites or on smaller blog-type sites

Other Marketing Methods:

- Events & Fairs
- Partnership marketing – eg. weddings, local stores
- Flyers & Posters
- SEO-optimized website, updating your content regularly
- Google PayPerClick – watch what you are spending!
- Public Relations – pick the best publication and pitch them an article
- Databases & Relationship Marketing
- Social Media

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The 10 Commandments of Effective Communications

- Tell your staff and stake-holders before announcing it to the world
- Don't plagiarize (steal) other people's text or images
- Honesty is the best policy (spin can sometimes help)
- Translations should be culturally sensitive
- Transmit consistent messages across all media
- Help people to find you on the web by optimizing your site
- Use the advertising media that your target audience reads
- Only communicate when you have something to say – but find something to say whenever you can!
- Give potential clients just enough information that they want to hire you...
- Always include your contact information:



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