

Fremont BUSINESS REVIEW

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Years of
Excellence

Marketing on a budget



Neal Greenberg
SchmartBoard

We are living in a very competitive world. You may find yourself not just competing with a company across the street but others across the world. This

creates challenges but also new opportunities. In this competitive environment, there are now more companies who want your business for marketing services and low cost tools never before imagined by marketers.

Let's talk first about websites. Historically you would pay for someone to code you a website. This was expensive and also limiting. In many cases you would need the company who built the website to maintain it and make changes. Today though, you have alternatives. There are many online platforms available that do not require knowledge of coding. I recently took our 2003 website and replaced it

with an online platform and the results are exceptional. I went with a company called Big Commerce. I have no coding experience and you can see the results if you go to our website and judge for yourself.

Websites need to have great graphics. Not all of us are whizzes in Photoshop or Illustrator. Third party graphic artists are out there for a price. I use a site called Fiverr. This site has people offering services for \$5 and up. The services include graphics, video, animation, brochures and many other services. You can see samples of their work

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ahead of hiring them. Are they always perfect? No. I will be willing to risk \$5 to find a good inexpensive solution and then use them again when I find a good match.

If you are a local business, are you using customer reviews? You should ask every happy customer to post on Yelp. You might offer an incentive for them to do so. If you receive a negative review, you must immediately respond in a positive way to resolve the issues for your customer and do so in a public way. You could even take it another step and video tape them reviewing your product or service. Use these reviews on your website and also in your signature on e-mails.

Now, let's talk advertising. I advocate for Facebook. Unless you market something for people who are not on social media for some reason, Facebook is the most powerful advertising tool that I have ever come across, due to the amazing targeting capabilities it has. I can target a geographic area down to a zip code. I can target gender, age and interests. I can even target people who like my competitor's



Facebook page. The cost can be as low as \$5 a day and you can stop at any time.

Marketing does not have to break the bank in 2015 with all of the no-cost and low-cost options out there. Even if you have a good marketing budget, you should leverage the vast array of fantastic tools at your disposal.

Neal Greenberg, a sales & marketing veteran in the computer and electronics industry, is co-founder and VP of Sales & Marketing for SchmartBoard, Inc.

Pictures from SchmartBoard

Above: Students learning to solder at SchmartBoard

Below: Neal Greenberg knows online connections lead to in-store sales