

What do you need to successfully promote a company?

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Effective methods of promoting services

- Service enterprises need to be able to retain existing customers and attract new customers, gaining trust through various advertising campaigns and promotions.
- Regardless of the size of the business and the range of services, strong advertising strategies should help your company strengthen your position and look at the background of competitors in a favorable light.



It is necessary to understand and clearly define the goals of advancement.

- The objectives of a marketing strategy should be imposed on customers: customers, intermediaries, employees, or competitors.
- When designing a strategy, you should be able to answer the following questions:
 - How your services should be perceived by the consumer?
 - What quality will be added to the service?
 - When the ad campaign should start?
 - How long will it last?
 - What benefit do you expect?



We must offer the market a unique selling proposition.

- Customer expectations are based on a package of basic, basic services. You can add an extra service feature to this. For example, a cafe can offer free internet access and comfortable sofas for visitors. Be innovative when creating related services.

Ways to provide services

- A service company may become more attractive if it adjusts to customer requests and changes the work schedule or service delivery methods, for example. If there are complaints about the speed of service, it is necessary to change the technology of service.

Quality of service

- You can win in the competition by providing services of consistently high quality. Expectations of quality are formed by clients from past experience, from communication and recommendations transmitted by people "word of mouth", as well as from your advertising messages that will be broadcast to the target market. If you do not meet the recommendations or promises, your customers will lose interest in your service.



Social networks

- Today it is almost impossible to avoid social media. Daily communication of millions of people in social networks, sending messages to your friends, reposts and likes of interesting content. This is not a complete description of social media. People want to chat! They can give small businesses serious support and provide advertising for a small amount of money.



Email marketing

- Customers who already use your services should also be included in your attention. They should not be missed. You can adjust their alert by sending emails, encouraging them to make repeat purchases. This strategy will help you increase the impact on your referrals.



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- Thanks for attention