

# Marketing your services - tips to consider

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Most people buy services every single week, normally from small businesses. For instance, you can have an office painted, get your TV set repaired, have your car washed and so on. Marketing services becomes difficult because of the fact that the competition is higher than it ever was. With this in mind, you should always do all that you can in order to improve the quality of your marketing strategies. Consider the following at all times.

## Letting customers know your business

Trust is always necessary in order to have [proper relationships between the service provider and the client](#). Customers do want to learn all that they can about your company. Because of this, it is a really good idea to always present yourself properly. Do create a website that highlights all that you offer and showcase benefits of promoted services above everything else.

## Focus on value

Clients select services based on various different factors. In most cases they think about value/quality and price. Every single smart buyer wants to get as much as possible for what is paid so winning business does not necessarily mean cutting prices. Adding services or products in order to elevate the overall offer is what makes a deal irresistible. As an example, [Brenta Rent](#) offers free maintenance for the chillers that are sold.

## Using incentives

Incentives have always been used by marketers and there is no reason why you should not use that when marketing services. While quality is what makes customers come back to your company, the new customers need to be convinced. You can do this through some sort of incentive. Try to come up with some sort of special offer that can motivate customers to make more purchases. The simplest example of an incentive is the 2 for 1 offer that you basically see everywhere these days.

## Keep in touch with potential/existing customers

Believe it or not, marketing is also associated with the customers that you have. It is so much cheaper to keep current customers than to win brand new customers. Always incorporate a resell or upsell campaign in your marketing efforts. It is a very good idea that you communicate with your current database of customers since this is a really good opportunity to grow the business. Marketing and sales strategies should be combined, like alternating postal mail with e-mail and even calls. Just make sure that you do not pitch the customers too often since that can make them mad and your list will be burned really fast.

## Word of mouth

It is very important that you do all that you can in order to have your customers promote your services for you since this is the cheapest and most effective way to get new clients for your business. Word of mouth has been and will always be a great way to promote basically anything. Just think about what Apple managed to achieve with its brand. The same thing applies to services as if one person is happy with what you offer, the service will be recommended to others.

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