How to Do Marketing for Amateur Entrepreneurs by Jayden Chu

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For small b2b businesses, marketing can be a difficult challenge, especially if you are just starting out in a new niche, or are a beginner in business. When you decide to set up your business in Singapore to take advantage of the amazing government grants and internationally recognized business environment, you will have to face an added challenge in marketing your b2b to your business leads.

First of all, you have to take into account the culture of your locality. Businesses in Singapore have their own traditions and habits that you should always consider. For example, setting appointments is not as simple as picking up the phone and giving the decision maker a call, even if you already have direct access to this person. There are certain days and hours of the day when you have to avoid making appointment calls. Singaporean Muslims in particular perform religious practices at certain hours of the day. When meeting clients, it is imperative that you have done your research about the cultural background of your business leads. When you arrive at the meeting place, remember to greet the eldest executive first, regardless of whether he is the decision maker or not. Anyway, in this country, the oldest people tend to assume the highest executive positions. Remember to use the appropriate greeting as well.

Second, consider the current trend in the country. Singaporeans are known to adapt easily to the latest technological advancements, so you will do well to use this knowledge to your advantage. Mobile usage is high in Singapore, so business lead generation campaigns making use of this communication channel are bound to be highly productive. Websites, newsletters and press releases that are optimized for mobile viewing will be greatly appreciated by your business leads. Even case studies and white papers can be adapted for mobile viewing.

Third, make sure your business lead marketing campaigns have impact. Online content should not only be educational, knowledgeable and entertaining, they should be highly compelling. It should have a clear call to action, and signing up for updates should not be a complicated 1-2-3 process. As much as possible, make it simple. A single webpage that requests the necessary contact information is the best way to attract Singapore business leads who have little time to waste on complex signup forms. You can also create content that has virality potential. This type of content is faster to spread and will bring in more sales leads with just little marketing effort. Another thing to consider is to have online content that conforms to Google's algorithm rules so that your website never gets penalized.

Fourth, make your marketing campaign timely. Market research will help you time your press releases and newsletters at just the right time when your business leads need you the most. This will ensure a faster conversion rate and lesser expenses for marketing materials.

Fifth and last, when you still can't decide on when and how to do your marketing campaigns, hiring a telemarketing company for direct marketing or outsourcing to a BPO company to do your online marketing is the safest and best possible solution to sell your products and services to your business leads.

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Jayden Chu helps companies in Singapore and in other Asia Pacific countries increase their business revenue through lead generation and appointment setting services. He is a professional consultant for a telemarketing services. To find out how you can increase your business revenue, go to a http://www.callbox.com.sg/

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