

# White paper rfp response internet search

[Business](#)



## **White Paper/RFP Response Internet Search**

Big Marketing for Small Creative Firms [http www. pushingsnowballs.](http://www.pushingsnowballs.com/marketing-tactics/big-company-marketing-for-small-creative-firms/)

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This response aims to persuade smaller firms to practice marketing techniques used by large enterprises to acquire competitive advantage in their markets. The response targets small marketing firms with few employees in their marketing staff. The small marketing firms should embrace the following marketing tactics to become more competitive.

Firms should use the customer resource management system to manage the client relationships. Thus, customer resource management software should be used by companies to manage customers from their first engagement to their maturity. Smaller businesses should create systemized, interactive and deep static materials to use in developing marketing appeals (Denton).

These companies should create a funnel-like view of their sales process management. In this perspective, the inquiry stage has many clients that undergo other processes before few customer sign sales contracts with the firm. Monitoring and managing the funnel is an essential process for attaining sales force efficiency. Similarly, viewing a marketing process or sales activities as a series of continuous interactions will enable a firm to retain its clients besides attracting new ones and developing more creations that delight clients.

Dedicating some personnel to online marketing activities on a full-time basis will ensure that more web content is developed and more follow up with prospective clients, as well as more proposals are prepared than working only a few times on the internet marketing portal. In case a given time block

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can be focused on marketing activities, more clients inquiries can be followed up and concerns satisfied. Of much importance is evaluating the effectiveness of your marketing strategies. The small marketing firms should develop a culture of measuring the effectiveness of marketing techniques and only focus on using the ones that generate best results. The tactics employed in measuring these methods depend on the particular activities of the industry and the nature of clients.

#### Works Cited

Denton, Mark. " Big Company Marketing for Small Creative Firms." 6 November 2009. Pushing Snowballs: Marketing For Creative Businesses. 14 June 2015 .