

# Marketing Matters

## for Small Business

by Jennifer L. Nelson, Contributing Writer

“There is no size-fits-all solution to any of this.” Says Sam Harrison, president of Union-based Linett & Harrison. “And it has to be done in a way in which we really understand our clients and their

needs.” Still, all the research in the world won’t always prepare the small business owner for the caveats associated with launching his or her marketing plans. Harrison warns that he has seen many small businesses “get in over (their) heads” when they overextend themselves beyond their means.

“It’s great to generate a lot of business, but once you start working with a client and you don’t deliver, your reputation spreads quickly,” he cautions. Business owners must stick to their objectives, but be ready to adapt to a changing environment and have patience, continually testing and measuring their activities to find out what is and is not working.

Union-based Linett & Harrison designed this advertisement for Chilton Memorial Hospital.

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