

SMALL BUSINESS MARKETING STRATEGY



Marketing is paramount to the success of your business. Use this easy-to-follow strategy to make sure your efforts to connect and engage current and potential customers hit the mark.

WEBSITE DESIGN

Your website is where you will direct traffic, inform audiences and collect leads. Make sure it communicates your brand identity/message, includes links to your social media platforms and contact information, and most importantly, it has a clear call-to-action.

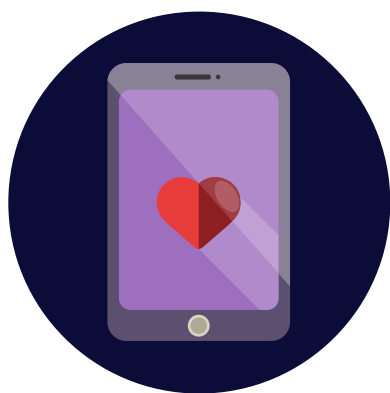


SOCIAL MEDIA

Create and post valuable, relevant content on a consistent basis. Also be selective as to which social media platforms you will use. Know what and when you want to post and keep it conversational. Your goal is to create a thriving community.

EMAIL MARKETING

This remains one of the most effective marketing tools. Put the effort in to build a quality email list and communicate regularly. Encourage sign-ups on your website and social media pages.



MOBILE FRIENDLY

Most people access information via their mobile device. How mobile friendly your content is will affect your ranking on Google. Keep the headings short, be aware of mobile reading patterns, and include many calls-to-action.

SEARCH ENGINE OPTIMISATION

SEO will ensure that your business is positioned well in online searches. Do some research to make sure you use the right keywords in all your content. There are also free SEO tools available that will help you optimise your content.

