

7 FUNDAMENTAL TIPS FOR SMALL BUSINESS MARKETING

1. Brand identity.

This might sound like a slightly scary concept, but it's just a fancy way to say- know who you are in business. Define your mission and vision for the business. If you are a butcher and want to provide the freshest meat and affordable prices- that's your mission. Maybe you want to expand to another store or host an amateur butchery class- that's your vision. Write down your mission and vision, and let that be a cornerstone of your brand creation.

2. Know your market

Identify your market and get to know them! Understand their wants and needs, and what drives them. If you are unsure of where to start with this- think of your best customer and why they always come back to you over others. Is it because your easy to work with? You always have items in stock? Whatever it is, this is a great place to start understanding what drives your market.

3. Talk to your market

Once you have identified what drives your market, talk to them! There are so many ways to communicate with an audience now days. You can use e-mails, sms bursts, social media, blogs, videos, photos- endless options. Pass on engaging and helpful content that you know your market is craving.

4. Email signature

Your email signature is an immediate opportunity to connect with your customer. Ensure it has the basic contact information- phone, address, website, social media pages. Another item it should include is a call to action- this is a prompt to get the recipient to engage! Post a reference to your blog with a link, or an offer they can take advantage of if they call the shop. It doesn't have to be all digital all the time- especially if you're not comfortable with it yet! Email signatures are also a great way to update customers on a change of hours or an upcoming shutdown.

5. Logo and colours

If you have a logo, congratulations you are half way there! This is about making all your material look cohesive. Ask your logo designer for the RGB and CMYK colour codes and fonts from your logos. This will make DIY content creation so much easier. You can set RGB colours in a word document- very easy to implement!

6. Get social

You might see social media as an unnecessary item to add to your repertoire, but it's not! On social media you can easily engage your audience and capture new customers. It also humanizes your brand and gives it a bit of life and fun. You can be a bit more casual on social media than other mediums, so it is a great way to break in your marketing boots.

7. Website

Websites allow you to bring all of your marketing efforts together in one central hub. You can connect social media posts, write blogs, update your hours or menu - heaps of options! Or you can simply have a landing page with your contact information and the essentials. It's up to you and your business how complex you want your website, but in this era a website is a non negotiable. Everyone jumps onto search engines when they want results, and you want to be one of the top search results!

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MARKETING HEALTH CHECK

What level small business marketer are you?

55% of B2B
Sales begin on
social media

89% of
buyers begin
their journey with
a search
engine

90% of B2B
companies
utilise
Facebook

MARKETING HEALTH CHECK

1. Social media for your small business is...

- A.** A huge priority. We post regularly 3+ times a week on multiple platforms and have a great following.
- B.** In progress. We have social media pages, but are unsure of what to post or when we post we don't get great engagement.
- C.** Early days. We have a few pages made on different platforms, but haven't got a following or used it at all to engage.

2. Branding to my business means...

- A.** Core values and a mission statement reflected in every area of the business- from logos to website to customer experience.
- B.** A logo and cohesive colours on marketing materials.
- C.** Time and effort that I wish I had!

3. Our marketing plan can be described as...

- A.** Solid. We try to review it quarterly, and continuously adapt.
- B.** In my head... I know what needs to be done, but haven't put it on paper.
- C.** Non-existent. I have a trial and error method.

4. My marketing activities can be described as...

- A.** Planned and methodical.
- B.** Consistent, but not necessarily methodical.
- C.** Infrequent and sporadic.

5. Our website is...

- A.** Updated regularly and created for our target market.
- B.** Matched to our brand and image.
- C.** In development or not yet created.

6. What does email marketing mean to your business?

- A.** We integrate it as a service to provide updates and news to our customers. We use a provider to send the updates.
- B.** We have a third party provider, but do not know how to optimise it for best use.
- C.** We sometimes send mass emails, but do not use a third party provider.

7. The amount of time I dedicate to our marketing a week is...

- A.** 5-8 hours
- B.** 2-4 hours
- C.** Less than 1 hour

8. The amount of time I'd like to spend on marketing is...

- A.** More- I know it's important and need to find the time.
- B.** The same- I feel like I am doing enough.
- C.** Unsure where to focus my time.

9. My biggest marketing challenge is...

- Finding my customers
- Keeping my brand consistent
- Devoting the time needed
- Understanding social media
- Justifying the budget

- Maintaining a web presence
- Getting started

10. My favourite marketing activities are:

- Creating advertisements
- Developing content
- Responding to customers on social media
- Sending E-Blasts
- Looking at analytics and ROI
- Updating the website
- Getting creative

Give yourself 3 points for every A, 2 points for every B, and 1 point for every C. Questions 9/10 are for self awareness.

19-24 Points

Marketing Pro

Congratulations! You are a savvy marketer with a great brand and an online presence. You've navigated some of the more complicated areas of online marketing, great work! Unsure of the next step? Focus on clear content and a solid message for your customers. Take things to the next level with gated content on your website, free white papers, and engaging social media posts. Got that covered? Look at your core values and ensure your brand is sending the right message.

13-19 Points

Essential Marketer

You have got the essentials down. You understand the importance of an online presence and a brand. With a little more guidance and time you can be a Marketing Pro! Have a look at your marketing strategy and identify areas of weakness. Is it time for you to revamp your branding? Or maybe you want to take your website to the next level? Are you unsure of what your customers want to see online? Do a bit of critical thinking and pick one or two areas to focus on!

12 Points or Less

Marketing Novice

You know the importance of marketing, but haven't been able to invest the time to get your brand up and running online. Get your brand identity clear and focused then take the leap into the digital world! Start small with setting up your social media pages and identifying your target market.

Check out the 7 Fundamental Tips for Marketing the back!