

To help you find the best option for your needs, we've compiled a list of 25 small business marketing strategies you can implement on a low budget

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# MARKETING STRATEGIES

## FOR SMALL BUSINESS

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# TABLE OF CONTENTS

Sr.No	TITLE	Pg.No
1	Create a professional website	4
2	Know your industry	6
3	Shape your brand identity	9
4	perfect your elevator pitch	11
5	Create a blog	13
6	Build a content marketing	15
7	Write a guest posts	17
8	Optimize for SEO	19
9	Generate PR buzz	21
10	Try PPC	23
11	Write compelling CTA's	25
12	Craft powerful landing pages	27
13	Send strategic marketing email	29
14	Try social media marketing	31

# TABLE OF CONTENTS

Sr.No	TITLE	Pg.No
15	Generate local awareness	33
16	Build a brand community	35
17	Incentivize user engagement	37
18	Provide free consultation	39
19	Experiment with guerilla	41
20	Maintain customer relationship	43
21	Ask for customer testimonials	45
22	Attend a conference	47
23	Network in person & online	49
24	Look for co-marketing	51
25	Build a meaningful partnerships	53
26	That's It	55
27	About BLL	56
28	Follow us on	57

# 1. CREATE A PROFESSIONAL WEBSITE



- Create a professional website for your company that serves as the central hub for all information related to your business
- Putting your stamp on the web will strengthen your company's credibility
- Make it easier for people to discover you
- It also gives you the opportunity to create compelling experiences for prospective customers



## 2. KNOW YOUR INDUSTRY

### Research



*Know your industry and competition*

- it's important to know where you stand in relation to your competitors and target audience
- Research on other companies in the field and get to know your desired customers
- you'll have a better understanding of which marketing strategies will be most effective for your brand
- To learn more about your competitors, do a SWOT analysis
- This will help you develop a well-informed marketing plan based on your competitors' strengths and weaknesses



- conduct market research to learn about the customers you'd like to target with your product
- This will allow you to define your target market
- analyze the needs your product meets and determine the kinds of people who might benefit from it
- create an organized record of your ideal audience by creating buyer personas, or fictional representations of your target customers



# 3. SHAPE YOUR BRAND IDENTITY



- You'll need to create a **brand identity** that's compelling for your audience
- That includes everything from choosing your **brand colors** to determining your brand language and tone
- One of the most essential elements of your brand identity is your **logo**
- A good logo can bolster customers' perception of your business and help you stand out from the competition
- Because a logo is the face of your brand, it should accurately portray your business and resonate strongly with your target market
- Using a **logo maker**, you can create a custom logo in minutes to place on your website, social media pages, printed fliers, and more



# 4. PERFECT YOUR ELEVATOR PITCH



- you'll need an **elevator pitch** - a 30-second, pre-prepared speech that explains what your company does and generates interest in your brand
- A great elevator pitch is interesting and memorable, and it shows how your business is unique
- Like a **mission statement**, it should not only highlight your product or service, but also touch on your company's purpose and values



## 5. CREATE A BLOG



Create a Blog

Editable stroke



- The main purpose of writing a **blog** is to provide key insights on topics within your niche
- It also helps **improve your website's SEO**, as you'll be posting regular updates
- By writing actionable, informative content about your industry, you can highlight your expertise and give value to your readers
- This will help you establish your brand's authority, improve the perception of your services, and attract and retain customers



# 6.BUILD A CONTENT MARKETING STRATEGY



- Creating a blog is just the first step in building a broader content marketing strategy
- Content marketing forms the core of inbound marketing, which uses valuable, engaging content to organically draw customers to your small business
- While blog posts are the most common form of content marketing, there are many more content options you might want to explore. These include :
  - Webinars
  - Online courses
  - E books
  - Infographics
  - Podcasts
  - Vlogs
  - Case studies



## 7.WRITE A GUEST POSTS



- When marketing for a small business, you should aim to publish content on blogs and business publications other than your own
- By creating strategic guest posts, you'll be able to build your reputation as an industry leader while driving traffic to your site
- You can find places to post by reaching out to editors at online business and tech magazines
- In addition to writing informative, original content in your articles, don't forget to include inbound links. Also known as backlinks
- These will direct readers to your site and boost your SEO by telling search engines that your site is an authority in your niche



## 8.OPTIMIZE FOR SEO



- For prospective customers to find your website, you'll need to improve your SEO
- SEO is the process of increasing traffic to your site by ranking higher on Google and other search engines
- It has the power to place your brand front-and-center on the web
- You can find these terms by conducting keyword research on Ahrefs, SEMrush, Google Analytics, and other platforms
- You should also make sure to take care of the technical side of SEO. This involves moderating your website to eliminate any problems within its internal structure
- Improving your page speed and optimizing your mobile website design



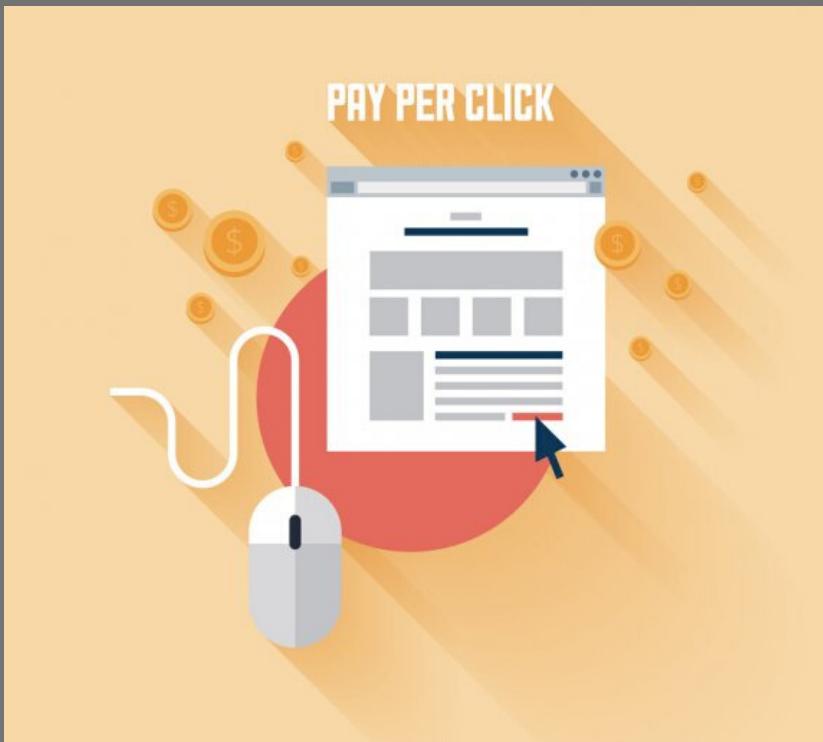
## **9.GENERATE PR BUZZ**



- When your business achieves something noteworthy - for example, a new product launch or an impressive funding round - take advantage of PR to create publicity around the event
- You can do this by hiring a public relations professional, or by writing press releases yourself
- Don't hesitate to reach out to editors at big tech or business publications relevant to your niche they may be interested in writing an article about your company
- you can submit to paid PR websites, such as PR Newswire, PRWeb and Newswire



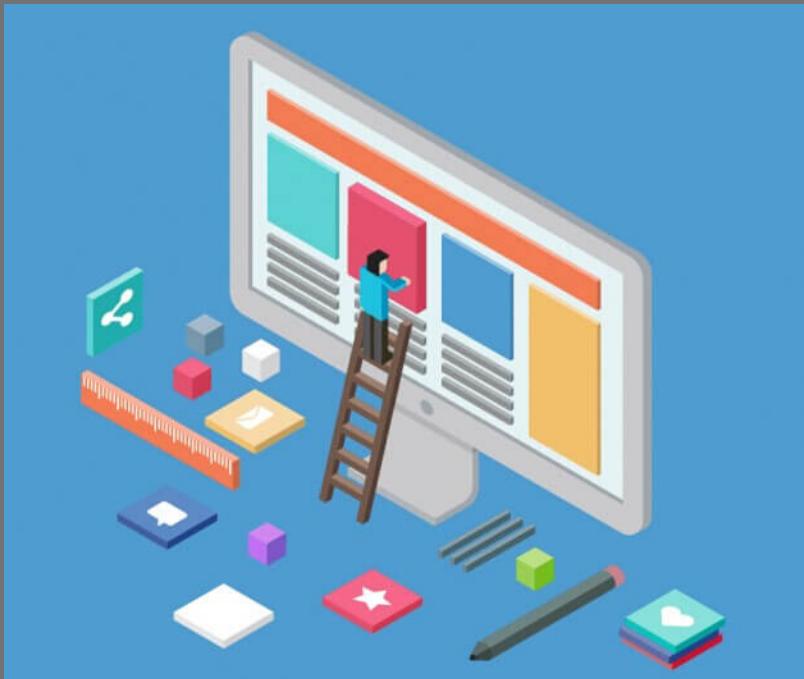
## 10. TRY PPC



- PPC, or pay-per-click, is a type of internet advertising on Google, Facebook and more in which the advertiser pays every time an ad is clicked
- It's a useful small business marketing practice that can generate brand awareness and expand your reach
- While PPC advertising isn't free, its cost per result is lower than many other advertising methods
- If your marketing budget is limited, it's worth dedicating part of it to creating a handful of ads
- Each platform requires a different strategy for optimizing and perfecting your ads
- Take a look at these guides for advertising on Google, Facebook, YouTube, and Instagram



# 11.WRITE COMPELLING CTA

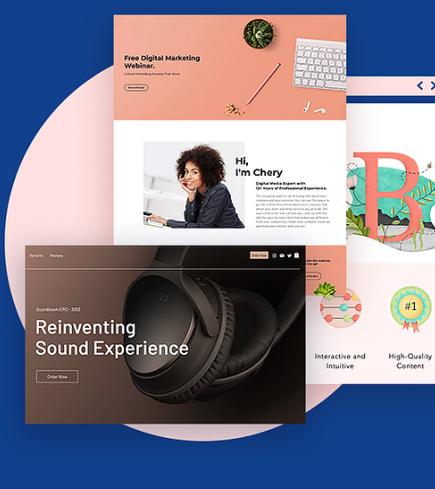


- A **call-to-action** is a short phrase that prompts swift, immediate action from your target audience
- These instructions encourage people to take steps that guide them through the **marketing funnel**, like subscribing to a newsletter, starting a free trial, or purchasing a product.
- To write convincing and **powerful CTAs**, be as short, clear and direct as possible



# 12. CRAFT POWERFUL LANDING PAGES

## Landing Page Examples



- A landing page is a stand-alone web page created to market a specific product or service
- Its goal is to guide your audience toward making a purchase, whether by generating leads or converting them into customers
- When creating a landing page, be sure to come up with an eye-catching design and killer copy that convinces people to click
- If you're in need of inspiration, browse through these 10 best landing page examples



# 13. SEND STRATEGIC MARKETING EMAILS





**Email marketing** is another effective small business marketing tactic



Provide content that your audience will truly enjoy, such as actionable blog posts or helpful free resources, so that your emails come across as valuable rather than spammy



Make it a habit to send weekly **newsletters** that your subscribers come to expect regularly in their inboxes



Once you **gain more subscribers** on your mailing list, you can send targeted emails based on the interests and preferences of each customer segment



To get people to sign up for your emails in the first place, reward new subscribers with a special offer, such as a free downloadable eBook or a coupon code to your store



## 14. TRY SOCIAL MEDIA MARKETING





**Social media marketing is the process of crafting content to share on social platforms - such as Facebook, Instagram, Twitter & more - with the goal of promoting your brand**



**This involves engaging with your followers in order to generate brand awareness, build brand loyalty, and make sales**



**To get started, figure out which platforms your customers are spending time on. Are they watching YouTube videos? Scrolling through Instagram? Browsing Pinterest?**



**You should also interact with your audience in the comments section, as this is an effective way to achieve strong, lasting relationships with your customers**



# 15. GENERATE LOCAL AWARENESS



- Take your small business marketing efforts offline by building brand popularity among members of your local community
- Starting small - with local events and news networks - can give you a loyal fan base from the early stages of your business
- Sponsor local events, and volunteer your branded products for use in local productions, festivals, and workshops



# 16.BUILD A BRAND COMMUNITY





Throughout all your marketing efforts, aim to grow an online community for your brand



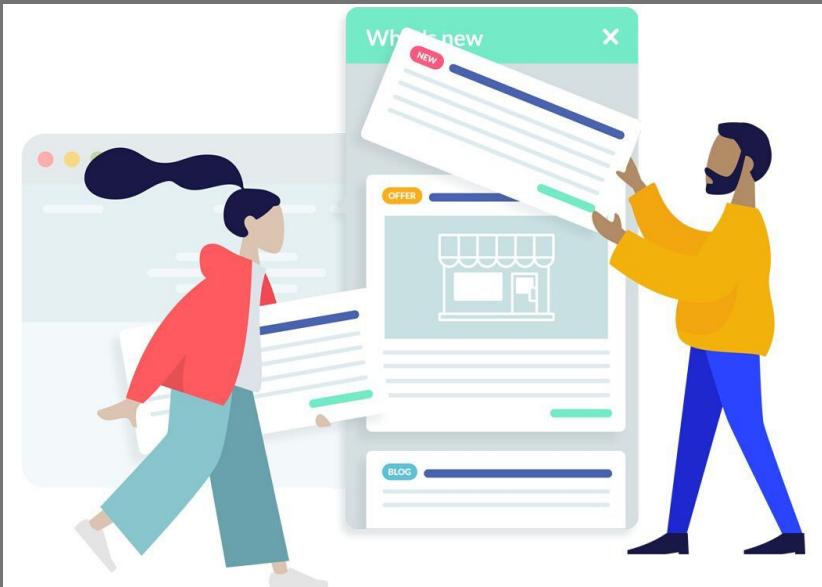
By bringing together your customers and fans, you'll create a loyal following of people who'd happily recommend your products



you can host Q&As, live stream behind-the-scenes video, and add a forum to your website where customers can engage with one another



# 17. INCENTIVIZE USER ENGAGEMENT





**Offering incentives to potential customers is a great way to maximize your engagement efforts online**



**Encourage people to share content by holding online contests, social media challenges, and more**



**Spark the interest of your audience by offering prizes to the winners, such as discounts and coupons for your product**



**The more people share posts about your product, the more you'll expand your reach and build brand awareness**



# 18. PROVIDE FREE CONSULTATION





**Gently guide prospective customers toward your brand by offering free consultations**



**This is a great way to persuade customers who are on the fence about whether or not to buy your product or service**



**That said, be sure not to pressure customers into buying. Instead, get them interested in your product by showing them how it fulfills their wants and needs**



## **19. EXPERIMENT WITH GUERILLA MARKETING**





**Guerilla marketing** is a low-budget strategy to market your business in creative, unconventional ways



This technique relies on the element of surprise, and includes everything from viral videos to street art to publicity stunts



For effective guerilla marketing, go public with something imaginative, memorable, and unexpected, as in these creative **guerilla marketing examples**



## 20. MAINTAIN A STRONG CUSTOMER RELATIONSHIPS





**All your teams -from marketing to sales to support - should listen carefully to customers' needs and respond with patience and respect**



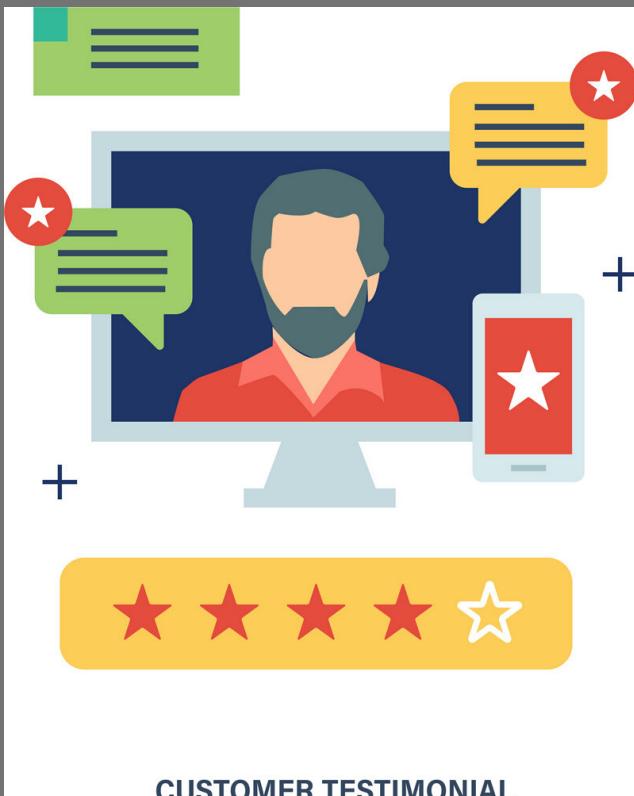
**Make an effort to engage in social listening by proactively holding conversations on social media and taking your customers' feedback to heart**



**It's particularly important to follow up with past clients. Even after your client Complete a purchase, continue to engage them with thoughtful treatment and valuable content**



## 21.ASK FOR CUSTOMER TESTIMONIALS



CUSTOMER TESTIMONIAL





**What satisfied clients say about you will always sound far more convincing than what you say about yourself**



**It's important to ask for testimonials, or statements from your customers that talk about their positive experiences with your business**



**Be sure to add testimonials to your website as well as your social media pages**



## 22. ATTEND A CONFERENCE





**When deciding how to market your business, research conferences in your area**



**Attending a professional event relevant to your industry is an effective way to grab the attention of potential clients and business partners**



**You'll be able to find upcoming conferences with a quick Google search, or you can browse sites such as [PaperCrowd](#), [AllConferences.com](#), or [TED](#)**



**You can also go a step further and give a [presentation](#) about your business**



**Highlight the ways your business stands out from the competition, and use that to spark interest in your brand**



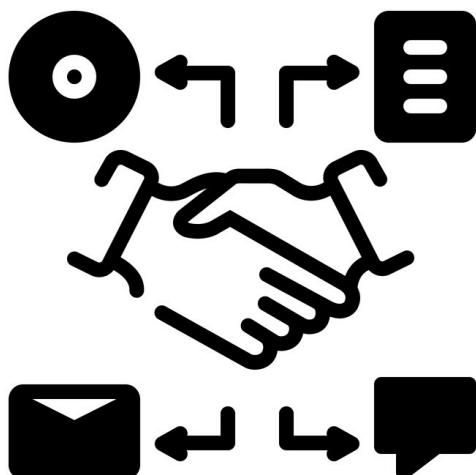
## 23. NETWORK IN PERSON AND ONLINE



- Take advantage of professional and social events to let people know about your business
- In addition to networking at conferences, attend lectures and workshops where you're guaranteed to run into other industry professionals
- Both Meetup and TechMeetups.com are useful platforms for finding such events
- create a company LinkedIn page to share what you do and connect with other entrepreneurs
- Your company page should link to your website and describe your business



## 24. LOOK FOR CO-MARKETING OPPORTUNITIES





**Co-marketing is a technique in which two companies work together on a co-branded promotional campaign**



**This practice is mutually beneficial because it harnesses the resources of both companies to reach a wider audience**



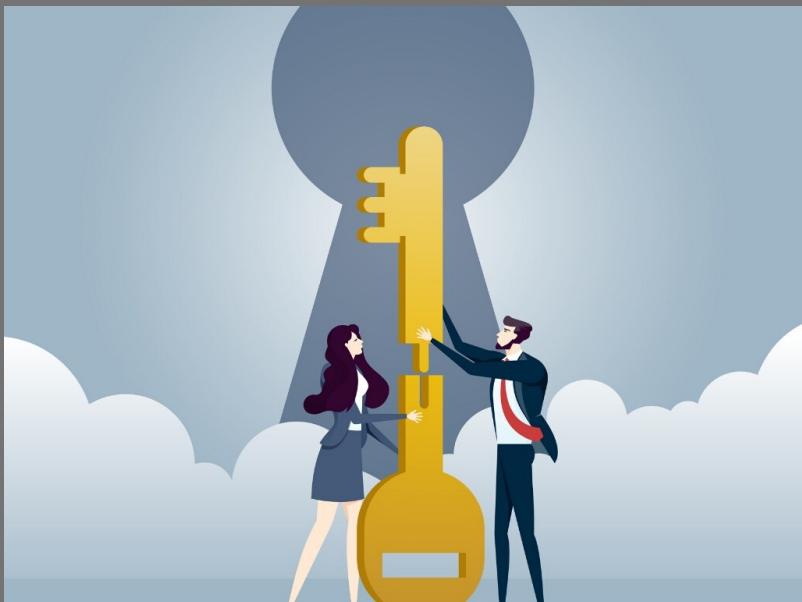
**To find co-marketing opportunities, reach out to local businesses in your area that aren't your competitors but that offer similar products to a similar target audience**



**Consider promoting each other on social media, email newsletters, and your blogs**



## **25.BUILD A MEANINGFUL PARTNERSHIPS**



- keep in mind that your professional connections can become devoted ambassadors for your brand
- it's important to build and maintain business relationships with company partners and others in your field
- Even when face-to-face interaction is limited, stay in touch with them on professional platforms like LinkedIn, follow up with them regularly



# **THAT'S IT !**

**By completing these actions,you will be well on your way to grow your business with a brilliant marketing strategy,& following all the step by step guide to achieve a greater success in your business**

**For more downloads & marketing resources**

**Follow BLL's Business Pe Charcha Community on :**

**1.FACEBOOK**

**2.TELEGRAM**



# **ABOUT BLL**

**BLL(Business Leadership League) is a community of aspiring businesses.The business which wants to grow,scale-up and create value for all stakeholders**

**If you are looking for growth,this is the right platform & network for you**

**In the new order,the way of doing business has gone through drastic shift...so how do you cope up.You need to be a part of business ecosystems to unleash the power of collaboration.**

**Your network is your net worth,so Join the BLL community today for opportunities to -**

**To network and generate leads**

**To get access to relevant business tips**

**To access business meets**

**To get access to business services**

**To grow together & contribute to each other**

**Let's share our stories**

**Let's join hands & reinvent ourselves to stay relevant**



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