



Carole Smith

A to Z of How to Grow Your Small Business Online

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1st edition

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ISBN 978-87-403-3890-4

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ABOUT THE AUTHOR



After a long career in travel, aviation, and travel tech industries, Carole retrained and qualified as a coach, and humanistic counsellor. Carole's goal then was to help others grow and flourish in both their life and work. However, the arrival of the global financial crash in 2008 and the recession that followed led to a turning point that took Carole down a different path with lasting impact.

As the recession bedded in, and business dried up, Carole set out to explore if the then emerging social media could help rebuild her business. From there began a new journey of learning and change. As Carole learned, she shared what she knew with family and friends whose businesses were also struggling during the recession. From that evolved hosting workshops and seminars in Dublin city centre while guest blogging for a UK social media company and writing articles for a national Irish magazine.

That was followed with a 4-year stint as a social media coach and trainer with the Irish government's business support agency. During that time, Carole hosted workshops and seminars across Ireland while also guest speaking at conferences covering a range of topics that were all aimed at helping business owners learn how to grow their business online.

Today, Carole's coaching business specialises in online marketing and helps business owners and entrepreneurs learn how to build their personal brand online, grow their existing business online, or launch a new business. With travel never far from her heart, Carole has coached many clients from the world of travel plus held the role of PR and Marketing Manager for an international airline from 2015-2020. Carole has a pragmatic approach filled with common sense and her own experience and her clients come from a wide range of sectors across Ireland, the UK, Portugal, and Africa.

Outside of work, as you might expect, a big passion of Carole's is travel. She's jumped out of planes, taken hot air balloon rides over the desert, and zip wired across country borders. That said, a walk on the beach with the family under a warm sun is a simple joy that will never grow old.

[Website](#) | [LinkedIn](#) | [Email](#)

1 INTRODUCTION

From many years working with business owners, much of what is covered in this e-book is aimed at the small business owner who includes the marketing of his/her company as one of their many tasks.

At the outset, let me explain that becoming an online marketing business coach came via a circuitous route. I had spent many years in the travel, travel tech and aviation industries then changed course and retrained and qualified as a business coach with a plan to focus on corporate sector clients. However, what could not have been anticipated then was the global financial crash of 2008 and the catastrophic impact it had on businesses around the world – including my own.

As expected with a global economic downturn, recession followed with many businesses moving into survival mode. The first cuts made were inevitably to employee training and development, which was bad news for anyone in the training and coaching world. After what had been a buoyant start to my coaching business in 2007, by late 2008 the phone had stopped ringing and the only emails coming in were spam.

1.1 EARLY DAYS OF SOCIAL MEDIA

Around that time though something else was happening, the social sites like Facebook, LinkedIn and Twitter were growing in user numbers. Shrewd business owners - primarily in the States – were beginning to sit up and take notice, particularly of Facebook. With marketing budgets slashed in many organisations, Facebook, with its growing number of users, was offering a new cost-effective way of brand building and marketing.

In those early recession years with no clients, no jobs available, and using savings to survive, I had to do a re-think about the future of my coaching business. I looked to the States and sourced out seminars, webinars, and training courses covering the topic of social media marketing. I set myself a goal that I would learn everything I could in the hope it might somehow help to re-build my business.

1.2 INBOUND MARKETING

It was during my early period of learning that I came across the term **inbound marketing**. It was a term first coined in 2005 but was gathering a little momentum by 2008. In simple terms, inbound marketing means the *pulling in* of prospects from content that you share online. For clarity, below is a list showing some inbound marketing strategies alongside traditional methods also known as *outbound marketing* methods

Inbound Marketing	Outbound Marketing
Social Media	Newspaper Ads
Blogs	Radio/TV Ads
Search Engine Optimisation	Flyers
Podcasting	Cold Calling
Video	Outdoor Advertising
Email Marketing	Direct Mail

Diagram 1: Inbound vs Outbound Marketing Examples

Static Websites

Now, if you were in business in the early to mid-2000s, you'll know many small businesses had brochure type websites. And the biggest challenges for website owners was how to generate visitors back to their static website. Social media provided a solution – *in particular blogging*. We were learning blogging was a great way to create fresh content that could be uploaded to a website and from there shared across social sites. One piece of content, multiple ways of targeting prospects.

At the time, with a brochure website of my own, I figured I'd better start blogging myself. I blogged about a variety of topics from the psychology of happiness to how to use social media to grow your business. That led to several invites, one to guest blog for a UK social media company and another as a regular article writer for a national health magazine in Ireland.

Around that time too, I was volunteering as a counsellor and at a rare team meeting, the group was asked if anyone knew how to use social media in a business context. The organisation, which had 50+ branches around Ireland, with a very traditional ethos, wanted to explore new ways of reaching out to the community. I sent some suggestions to head office, and it generated a request to present to the management team. I had assumed my presentation would be nothing more than an information gathering session however, I was wrong. A new national director was shaking things up and after completing the presentation, I was asked to create a training programme to educate the management and counsellors on how to use social media to promote their services to the Irish public. It was my first paying contract in quite some time.

Not long after, I secured another contract with the Irish Government business support agency, SkillNet Ireland. It led to 4-year stint coaching professionals from all sectors across Ireland on how to use social media to promote and grow their business.

1.3 SOCIAL MEDIA FOR BUSINESS

Now in those early years, not all business owners were open to embracing social media into their marketing strategy. There was many a sceptical business owner who would attend one of my seminars believing Facebook was nothing more than a site filled with photos of people getting drunk or cute cats playing with wool balls (And certainly in the early days, they were right!). And Twitter? Well, most couldn't contemplate getting their message out in 140 characters so avoided it entirely.

However, by the third quarter of 2012 Facebook had reached over 1 billion active users and attitudes were shifting. My coaching sessions and seminars were no longer about convincing business owners of the merits of social media, but instead how to use social media *effectively* to grow their business. Today, there isn't a business anywhere around the world that would question the crucial part social media plays as a marketing channel.

1.4 NEW GOALS

When I think back to those last months of 2008, when my business was on its knees, I had one goal – *to learn all I could about social media and see if it could help rebuild my business*. And that's what happened. I achieved my goal. It's why my coaching business evolved into one that specialises in online marketing with a new goal - to help others learn as I did and successfully grow their business online.

2 THE PANDEMIC EFFECT ON THE CONSUMER



In 2021, 90% of households in the EU and U.S. had internet access. Before the pandemic, accessing the net was more common using smartphones than desktops. However, during the pandemic that changed with a spike in the sale of PCs when schools closed, and people began working from home. Even assuming it will revert to how it was pre-pandemic, devices are never far from us, and that easy access to the net is a huge contributor in the shift to online buying.

Online Buying Supercharged

In 2019, an estimated 1.92 billion people purchased goods or services online with online retail sales surpassing 3.5 trillion U.S. dollars worldwide. However, when the pandemic arrived in 2020, online buying was supercharged. Lockdowns meant few shops were open and those that were, mostly avoided by a scared public. And so, consumers took to the net in numbers not seen before. In the U.S., spending over Black Friday 2020 surged nearly 22% hitting a new record of \$9 billion (Source: Adobe Analytics).

In a survey called, “[**COVID-19 and E-commerce**](#),” conducted by UNCTAD and Netcomm Suisse eCommerce Association, across nine emerging and developing economies, the results showed that the pandemic had not only accelerated online buying but changed consumer buying behaviours there forever. And in the UK, a [NatWest](#) report in 2021 found 57% of high-income households said they would continue spending more online than in-store after the pandemic subsides.

The Pandemic Effect on Business

For businesses, that surge in online buying has seen many having to re-evaluate their physical shop footprint. For some, the pandemic was the final nail in the coffin, with some familiar brands disappearing for ever. In April 2020, the 242-year-old high-street store Debenhams filed for administration then put the business up for sale in July 2020. It wasn’t until 2021 that they finally found a buyer, however the new buyer, BooHoo.com, had no interest in taking on Debenhams’ shops or staff, they wanted the ecommerce operation only.

While sales for Debenhams had been languishing before the pandemic, it was a very different story for online brand BooHoo.com whose sales were soaring. Much of BooHoo.com’s online success is credited to marketing campaigns targeting the under-30s consumers who are comfortable and happy to research and buy products online.

What The Consumer Wants

As we are moving (hopefully) from COVID crisis management to living with COVID, the changes in consumer buying behaviours are likely to have huge implications for businesses. Consumers now want low-touch interactions with businesses and an easy check-out process on their websites. They also want to see the humanising of technology interactions, more transparency, and the flexibility to change – particularly in hospitality and travel. In short, consumers want the process of buying online to be an easy one and personalised to boot.

2.1 TARGETING THE POST-PANDEMIC CONSUMER

To target this new consumer, a business needs to be found easily online and offer a seamless personalised shopping experience. As this pandemic consumer may well be different to the one you previously targeted, your business might need a refresh of how you promote and market your business to the world – and I’m going to help you do that.

In the next chapters, we'll cover a range of topics, all of them aimed at helping you build your brand awareness, attract the clients you want, and increase revenue. Throughout this e-book, you'll find suggested tasks or activities to complete so do grab a pen and paper and let's get ready to work.

3 FIRST IMPRESSIONS MATTER



When someone finds your company online, what are their first impressions of your business? Do you know what people are saying about your company? Similar to how it is in the offline world, how you present yourself online will influence how people interact with you.

It is for that reason when I begin working with a new client my starting point is always an audit of their online presence. It gives me a 'feel' for how their brand is perceived by the online visitor and what their experience is when interacting with the business. It also helps to see what the business is doing well and the areas that might need improvement. And we're going to delve into that now in more detail.

3.1 5-STEP TO AUDITING YOUR ONLINE PRESENCE

Let's begin with the five steps I take to complete an online audit of a business. For the most part you can follow the steps yourself and do the same for your online presence.

Step 1. – Google Search Terms

What you might not know is, 75% of people will not scroll past page 1 of Google search results. What you will know is, if your website is lingering on anything past page 2, you're not getting the business, your competitors are. Search ranking is crucial for a business and hence it's always my starting point.

First thing I'll do is put some keywords or terms for the service or product the company is selling into Google. What I want to see is:

- The page the business appears on
- Where their competitors display

We'll look at this in more detail later but have a think about the search terms your prospects use to find your business and jot them down.



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Step 2. – Website Links

This step is checking to see that all links are working as they should on the website for the business and same for their social sites.

Too many times I've seen a new website built with social media icons in place, but links not set up. On established websites, a link that has become broken is not uncommon. What you want to avoid is a prospect finding your site, clicking on a link, and going nowhere. It's a very proactive way of pushing prospects off to another supplier. Recommended is a monthly sweep of your website and social sites to ensure all links are working as they should be.

Step 3 – Company Brand

Don't confuse brand with the logo you've had designed and/or the colour palette that you use on your website and marketing paraphernalia. In simplistic terms, your brand is what people feel and say about your business. My step three is therefore to see what kind of personality the business has and how it's perceived by its customers. I'll search for

- Voice and tone used by the business
- The kind of content created and shared by the business
- Whether there is cohesive messaging
- Engagement levels
- Customer comments & reviews

Brand Voice

When you're clear about what your brand represents, and the values it holds, it will determine the voice and tone you'll use when interacting with customers both offline and online. Let's say you're a children's entertainer, it's likely then that your brand personality will be light and fun. However, if you're a solicitor, your brand personality is going to be more formal and serious.

So, what's your brand personality?

When you know your brand's personality, it then needs to be reflected across all visuals, media, advertising, fonts, and colours. When people search for your company, they should find a cohesive brand voice and messaging that makes your business instantly recognisable to them.

Step 4. – Brand Reputation

It goes without saying, that if you don't know what people are saying about your business, you have no way of protecting the reputation of your business.

Let's say you posted something on your social site and for whatever reason it provoked a negative response. Or how about someone posting a review that's less than flattering. What do you do? Well, what you don't do is ignore it. Bad reviews or getting it wrong on social can happen to the best of us, but when it does you need to act quickly and contain the situation. Leave any kind of online negativity unattended and it could seriously damage your hard-earned reputation.

To find out what people are saying about a company, I'll do a trawl online using the following:

Hashtags

Hashtags – words prefixed with # - are primarily used on social sites to organise and categorise content. If you put #YourCompanyName into Twitter, Instagram, or Facebook, you'll quickly see any posts using that hashtag. Why don't you try it now.

Google Alerts

[Google Alerts](#) is a free tool that monitors chatter around a specific search term, and I'll set one up for the company I'm auditing. Every company should set up an alert for their own business. You can choose how often you want to receive an email summarising all mentions of your chosen search term.

When setting up an alert, aside from your company name, think about creating other alerts for one or all of the following:

- Your product/service
- Key people in your organisation
- Suppliers, partners, competitors
- Industry news

Step 5 – Website Search Engine Optimisation

At this point, I'm looking for site speed, keywords, completed metadata, and image tagging. More of this is covered in a later chapter but the two areas you could start working on are:

Metadata

Metadata simply refers to the title and description of each page on your website. With a clear description, a new visitor knows what to expect on your page, and that helps boost your click through rate. Too often I've seen website pages (and blogs) with no metadata completed.

Alt Tags

Alt tags simply describe what's in an image. It's useful for the person who cannot see images on their screen. All image ALT tag should make sense and if possible, use a key search term applicable to the page.

Note: If you're not comfortable accessing the backend of your website, ask your website people for help and outline what you want completed.

Next Steps

After completing the five steps above, I'll have a pretty good idea as to how the company appears to the new visitor. Next steps are putting a plan in place to make any improvements needed.

3.2 ONLINE RED FLAGS THAT'S LOSING YOU BUSINESS



Any plan starts with the red flags I've found that have the potential to drive away business. And those red flags I'll split into two groups.

The first group are the 'Fast Fixes' as they're easy to fix quickly. The second group takes more time and effort but once completed are worth it.

Fast Fixes

- 404 pages on the website
- Out of date information on website e.g., Christmas message still there in January
- Non-cohesive branding messages
- Links on website not working

What is a 404 Error Message?

A 404-error message means the user was not able to connect through to a page on your website. It can happen if the page has been deleted.

As 404 errors impact the overall ranking of your site, it's a good idea to do a monthly sweep of your website and fix any issues you find. To fix a 404-page error, you can restore the deleted page. If that's not an option, ask your website guys to setup a redirect to another page on your site.

Red Flags That Take More Time to Fix

- Social site inactivity
- SEO not set up on website
- No customer reviews

Social Site Inactivity

Nowadays, people expect businesses to have a social media presence. It's where they head looking for real-time information about your product and company. It's also where they'll look for reviews posted by past customers of your business.

Now if the searcher does find your social site(s) and sees the last post was several months ago, it's an immediate red flag and particularly so given the global pandemic.

"Are they still in business?"

Social Site Posting

With regards to how often to post, unless you are a news channel, you don't need to post every day, but you do need to post regularly. Above all consistency is key and for you that could be posting twice a week. Regardless of how regular you post, make sure you are seen to answer questions or comments posted by your audience. If someone has gone to the trouble of asking a question online and you leave it unanswered, it will impact how prospects view your customer service.

No SEO on Website

In the Search Engine Optimisation chapter, we'll cover SEO in more detail with lots of tips to help with website search ranking.

Customer Reviews

In this digital world we live in, reality is, we make decisions about buying a product or service based on the reviews we see posted online. Bottom line is, consumers will believe the review of a stranger over your sales pitch. That's why it is so important you have a strategy in place to gather and respond to reviews. Below are some ways of gathering customer feedback and reviews.

Survey Tools

There are a number of different online tools that you can use ranging from free to low-cost. Two examples are [SurveyKing](#) and [SurveyMonkey](#).

Polls

Try putting up a poll on Facebook. You might need to incentivise people to respond with entry into a draw for a prize.

Ask

For those who are customer facing, there is nothing wrong with being proactive and asking customers for feedback as you are exchanging payment for services. If you don't ask, you don't get.

Chapter Activity



Search Terms

Think about the search terms your customers use to seek out your product or service. Put them into Google and see if your company displays on page 1. If your business does not display on page 1 and your competitors do, note down those high performing search terms and add them to the text on your website, in your social media posts, and blogs.



Gather Customer Reviews

List the name of friendlies that you can contact today and request they post a review. Aim to have a minimum of 5 reviews on each of your social channels then proactively request a review each time you deal with a new customer.

4 SEO FOR SMALL BUSINESS

Years ago, the very term SEO sent a shiver down many a spine. But it doesn't need to. SEO or search engine optimisation is about optimising your online content to boost ranking on the search engines such as Google, Bing, and Yahoo.



Now there was a time when it was perceived that it was only wizards and gurus that could sort out your SEO... *and they charged handsomely for it.* The good news is that it's not the case today. No longer is SEO just for big companies with equally big budgets. Now as a small business, there is much you can do yourself to boost your website SEO and it doesn't have to cost a fortune.

First and foremost, your website needs to have an SEO plugin installed – something like [YOAST](#). It's unlikely that your site was built and went live without an SEO plugin but do check with your website builders and make absolutely sure. If there isn't an SEO plugin on your website, get one installed.

Once installed, ask your website builders if they have completed the basics for you. The basics is the completion of metadata information – mentioned previously. Make sure the page title text and blurb include relevant high-ranking keywords or phrases that people use to search for your product/service.

4.1 5 WAYS TO BOOST SEARCH RANKING

The following are some easy tips to help boost your search ranking

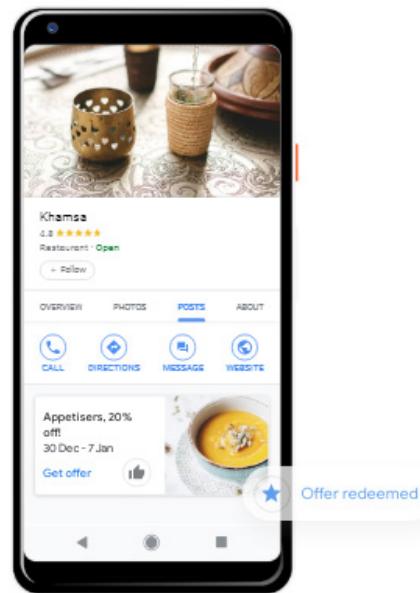
1. Google My Business

Topping the list is Google My Business. If you haven't already done so, create a [Google My Business](#) profile. You will need to verify your business and once that's done, it will be listed on Google. It's great for building local business awareness.

Get customers with a great Business Profile

You can post photos and offers to your profile to show what makes your business unique, and give customers reasons to choose you every time.

[Manage my Business Profile](#)



Source: Google

2. Keywords

We've already touched on how important it is to know the keywords and phrases a potential customer might use to source out your product or service.

Below is an example of some search terms used on Google and the results one might expect

- What are the legal requirements to sell my house? Links to solicitors/real estate agencies
- What can I do about my lower back pain? Links to clinics/pharmacies/blogs
- Where can I buy a trampoline for my child? Links to suppliers/blogs
- How do I cook a roast beef? Links to supermarkets/blogs/recipes
- When is the right time to plant daffodil bulbs? Links to garden centres/blogs

When you know the keywords/phrases your customers use to search for your product or service, use them for blog topics, in the text on your website, and in social media posts.

3. Say What You Do with Text

Google is blind and deaf, which means if your website homepage is full of images and video, Google can't determine what it is you do. Spell it out in text using the high-performing search terms/phrases customers use to seek out your service.

4. Help Google Crawl

The Google bot crawls over your site every 7 days or so, and if it can't do it easily, it will not be able to index your posts or pages. If Google can't index your site, you're not getting found.

How to increase the Google crawl rate on your website

- Upload fresh content regularly. One of the easiest ways is with blogs.
- Improve site speed. A site slow to load will have a direct impact on your ranking. To check your website load up speed go to [Test My Site](#) from Google.



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- Make sure you have a sitemap on your website as the bot can crawl over sitemaps easily
- Check that all images and videos have relevant descriptions in the ALT tags
- Interlink your blog posts. Simply put, that's linking one blog to another on your site.

As mentioned above creating fresh content helps hugely with ranking. Be aware too that if your competitors are much more active than you in sharing new content, it will push them up the search ranking. We'll talk more on this topic in a later chapter.

5. Links in/out

Google likes to see links going in and out of your site. Start by making sure all links outbound to social sites are working properly.

Inbound or back links are a little more challenging. What you want is another website – that is relevant and authoritative – to share a link to your website. Let's say you are speaking at an upcoming event, ask the event organiser when sharing your bio online to make sure there is a link back to your website.

Another example is to collaborate with someone who is seen as an authority or influencer within your industry and have them mention you/your company while also including a link back to your website. The more backlinks you have, the better it is for your reputation and ranking on Google.

Chapter Activity



Check you have an SEO plugin installed on your site, that all pages have a title and the page blurb completed.



Create your business profile on [Google My Business](#) or if already done, check to make sure it is up to date and correct

5 WHO IS YOUR CUSTOMER?



I remember coaching a group of marketing people some years back and asking them the following question, “*Who is your customer?*” One woman in the group responded confidently with, “*Everyone!*” As I knew her industry well, I challenged her with a “*No, I don’t think so*” and it provoked a very interactive but, in the end, rewarding session for everyone.

Just imagine for a moment trying to target *everyone* with a marketing campaign. Imagine the budget you’d need to spend to do it. Now think again about how much of that spend would end up targeting people who will never buy the product anyway.

To be successful with any marketing strategy, your starting point is knowing *specifically* who you are targeting. Once you know that, it’s easier to create content that is both relevant and useful for your target audience.

5.1 WHO ARE YOU TARGETING?

When you first decided to open your own business, you no doubt did some consumer research and I’m pretty certain you asked yourself the following question:

What solution does my product or service provide?

Let’s take the hairdresser as an example – what solution is she providing? Yes, she’s cutting or colouring hair but there’s more to it than that. Most women get their hair done to feel better or more confident about themselves. It’s that emotion that the hairdresser needs to tap into when she is promoting her service.

"We sell feelings, status, and connection, not tasks or stuff."

– Seth Godin

Now unless you've invented something that is truly unique, whatever you're selling is being sold by others – maybe lots of others. So, why buy from you?

What's Your USP?

While price plays a part in the buying process, it's often not the only reason we buy from a business. Why would you buy a Mac and not a PC when they both do the same thing? Or why buy an iPhone and not an Android? Think of a time when you bought something knowing you could get it cheaper elsewhere. What was it that made you pay the higher price?

Let's go with the hairdresser example again. There's a lot of hairdressers around so why choose one over another. Well, one hairdresser might specialise in certain hair type or styles e.g., wedding hair styles while another could be an award-winning colourist.

What makes you unique from your competitors?

Give it some thought as to what makes you different to your competitors. When you know what it is use it! Use it in your sales pitches, marketing campaigns, and introductory calls with potential customers.

5.2 CREATING CUSTOMER PROFILES

I mentioned before, you need to know *specifically* who it is you're targeting for successful marketing campaigns. A good starting point is to create a customer profile. Be aware that you could have a specific customer but with some subsets. These are subtle differences that could require different types of marketing.

Let's take the travel agent for this example and the product they're selling is cruises. Now not too many years ago, cruises were aimed at the more mature audience, those who were retired and had some spare cash knocking around. However, that's all changed with the big cruise companies targeting families, singles, and younger couples. For the younger demographic, the cruise ships are offering entertainment, onboard nightlife, pool parties and active excursions when docked. For families, there are family cabins, and kid-friendly activities including bumper cars, bowling, even zip lining.

What you have then are three distinct sub-segments of the cruise audience. The travel agent therefore has a choice of concentrating their efforts on one specific segment or sell to all three. If the agent chooses the latter, she will need to create three different types of content e.g., images, copy etc. to attract each subset audience. She will also need to distribute content on different channels e.g., Facebook for the more mature audience, Instagram and/or Tik Tok for the younger one.

When you go through the process of creating a customer profile, it becomes much easier to understand what the customer wants, how they think, indeed what makes them tick. When you know that, creating content that's relevant to them becomes easier. Plus, when you create ads, you are then targeting only those who are interested in your product. And that's what makes a marketing campaign effective.



Chapter Activity



What's Your USP?

Jot down all the good stuff that makes you different to your competitors. And then plan how you can use it in future marketing campaigns.



Create Your Customer Profile

- Age
- Gender
- Location
- Profession
- Relationship
- Interests/Habits
- Education level
- Which social sites they use

6 WHAT'S YOUR MARKETING STRATEGY?

So now you know who your customer is, what's your marketing strategy?



First steps as before is having a plan. Without a plan you're going to lose focus and most likely drop the ball.

Over the years, I've seen many a business owner leaving a seminar or coaching session energised, motivated and ready to take on the world. However, within weeks all their marketing efforts end up grinding to a near halt due to a lack of planning. I've also seen the overly enthusiastic business owner who wants a presence on every social channel, a weekly blog, bi-weekly email campaign only to end up becoming completely overwhelmed and exhausted.

As a small business owner, you don't need me to remind you that your biggest challenge is a lack of time. If you're a sole trader, you are expected to be the product designer, marketing manager, sales director, accounts clerk and everything else in between. If you've a small

team, let's be honest, you're probably struggling with delegating. Putting your heart and soul into building a business often means releasing control to others is tough. It can lead to micro-management of the people you've hired to help with your business. If that's you, you've got to learn to let go, and allow your team to use the talents you hired them for. Regardless of being a sole trader or leading a small team, you do need a marketing strategy and a plan in place to follow it up.

6.1 CREATING A MARKETING PLAN

When you sit down to think about what your marketing plan is going to be, high on your list has got to be the goal you want to achieve.

What's Your Marketing Goal?

When you know that, next is deciding who you are targeting, the content you need to create, where you will share it, what the timeline will be and how you will know if you've been successful or not.

1. Identify Your Marketing Goal. Is it...?

- Build brand awareness
- Educate customers
- Grow followers on social media
- Generate new leads

2. Who are you targeting?

We've looked at creating customer profiles in an earlier chapter so if you have your customer profile completed, this should be an easy step.

3. Choose your marketing channel.

Again, if you are using the customer profiles you created, you will know which social channels your customers are most likely to use.

4. Decide on a marketing budget and a timeline

If you're new to online advertising, keep it small initially until you are familiar with how it all works, and you're getting the results you want. Put a timeline in place that makes sense. Don't expect success in a week as you're just setting yourself up to feel like you've failed.

5. Review Results

There is zero point in doing all the above without reviewing the results. Has the plan worked? If not, why not? Let's say you're 100% certain the content you've created is of high value, yet engagement was poor. Could it be that you chose the wrong channel to distribute the content? Or did you target the wrong demographic?

Let's take as an example a B2B (business to business) company who chose Facebook to distribute their content when LinkedIn might well have been a better choice for them. Another example is the travel agent sharing river cruising in Europe on TikTok when the vast majority of TikTok users are under 30 with zero interest in a leisurely cruise along the Danube with a load of old fogeys.

Be Realistic! In the early stages of implementing any marketing plan, you need to be prepared for trial and error before you get it right. Don't beat yourself up if you get it wrong, just start over. It's a rare marketing campaign that is a huge success the first time around

Digital or Traditional?

As traditional marketing has been around a long time, it's worthwhile addressing the question of whether you should bother using it or forget about it entirely.

There are certainly those who believe traditional marketing is dead in the water however I'm not so certain. While we might pick up newspapers much less than we once did, many of us are still listening to the radio, watching TV and have a favourite niche magazine that we enjoy.

It's worth pointing out too that Facebook and TikTok have used TV ads as a way of expanding beyond their core userbase. Learn from that! If they didn't think it was worth doing, you can be certain they wouldn't have bothered. That said, for the small business owner, traditional media is often beyond their marketing budget. If you weight up the cost of a one-page ad in a glossy magazine versus several weeks of ad campaign on Facebook, the choice becomes an easy one for the small business owner.

Traditional: Pay Upfront

One of the key differences with traditional marketing advertising is you pay upfront and hope you get the results you want. While you might know the number of readers a magazine has and the type of reader they attract, what you won't know is, how many of those readers actually see your ad or feature.

Digital: Pay Per Click

With digital advertising, you only pay for those *who click on your ad*. And if they do that, the hope is, it's because they have a genuine interest in the service you're providing. Another big plus for digital advertising is the deep targeting you get. On the social media sites, you can target your ads based on age, location, relationship, interests and so much more. If using Google, you can target prospects based on specific search terms or keywords that relate to your product or service. Aside from that, another advantage is the real-time reporting you get on how your ad is performing. Overall, the biggest advantage of digital advertising is the money you invest is spent on targeting the people who are most likely to buy from you while avoiding those with zero interest.



A mix of offline and online advertising is the ideal for many businesses, but as before, often it's a choice that is out of range for those on a small marketing budget. However, if you really want to be featured in a magazine, here's a tip for you. Talk with the ad account executive about doing a contra deal. Most will at least listen to a proposal. Offer one of your products or service as a prize for a competition that the magazine runs. Alternatively, you could offer to write an article about something happening in your industry that's of interest to the magazine's readers. It can be a win/win for both the magazine and your business plus it's a cost-effective way of growing your brand awareness with a new audience.

Chapter Activity



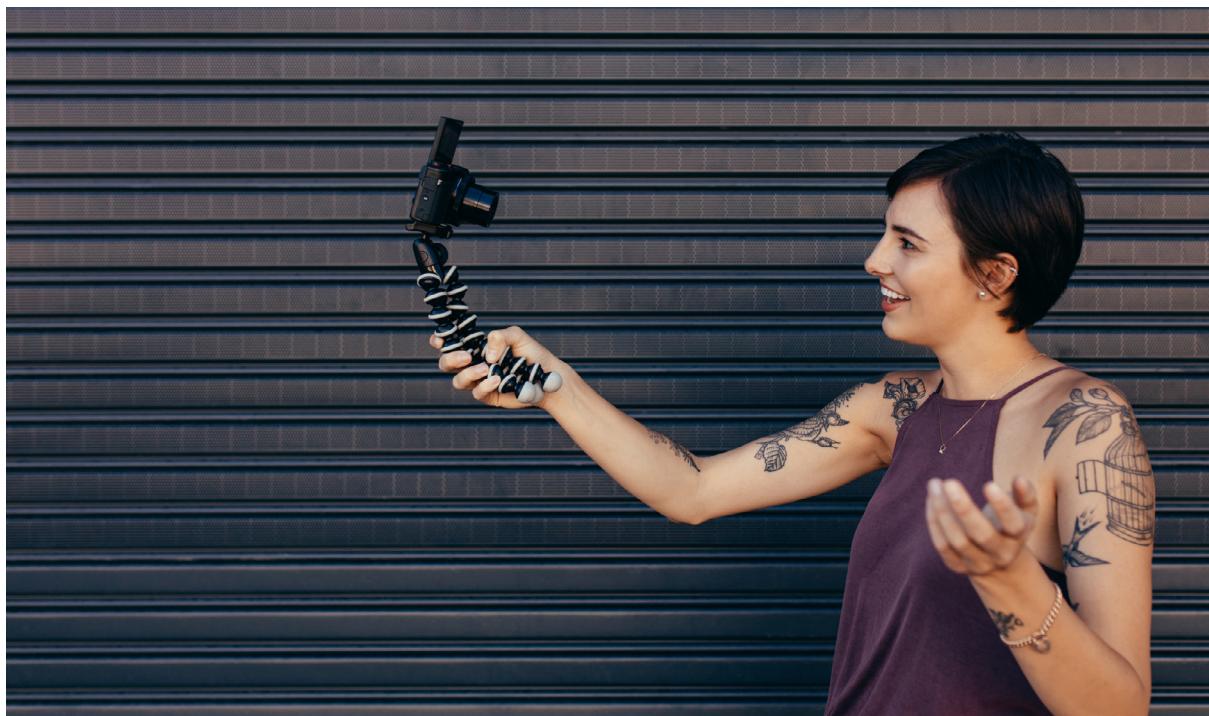
Decide on a goal for your next marketing campaign, source images, write the copy and decide which channel you'll use to target your audience.



Get in touch with a local magazine and see if they're interested in you becoming a contributor.

7 CONTENT MARKETING FOR SMALL BUSINESS

*If you're not creating content, you've nothing to share.
Then what?*



If you're sharing zip online, the chances of driving traffic to your website are near zero. With the pandemic changing buying behaviours, it's now more crucial than ever that you are creating quality content and sharing it online.

First and foremost, any content you are creating must be aimed at the customer you want – the one you mapped out in your customer profile. Having a deep understanding of your customer will help to create the type of content that will get their attention.

Stop Selling!

Before we go any further, remember the golden rule when creating content – *aim to help not sell*. What your existing customers and prospects want from you are solutions or answers to their questions. They want **you** to help them solve whatever their pain points are. Content therefore needs to be useful if you're hoping for engagement and positive feedback from your audience.

Here's some examples of content topics that are aimed at helping and can be shared on websites, social posts, blogs, videos, and podcasts.



The Golf Pro

- How to avoid slicing the ball
- Tips to avoid the dreaded 3-putt
- How to master long shots

The Hairdresser

- Best products for colour treated hair
- Most flattering hair styles for the over 60s
- Best Wedding Day Hairstyles

The Costume Jewellery Designer

- How to choose the right piece for a big occasion
- Difference between costume jewellery and fashion jewellery
- How to keep your costume jewellery looking like new

The Travel Agent

- Best resorts for families with children under 5s
- Latest travel restrictions
- Stress-Free Travel Tips

Aside from helpful, aim for a mix of informative, educational, and where appropriate, humorous content. If you're getting it right, your audience will share with their friends and family. That helps to widen your reach and build brand awareness with a new audience. If the new audience likes what they see, they might stick around for more, boosting your warm leads.

Don't get overwhelmed by this, it can be done without huge effort. Again, it's about knowing what you want to achieve, and backing it up with a plan. With many of the social sites also allowing you schedule content, use it to full advantage minimising time spent on social media when it's needed elsewhere running your business.

7.1 CREATING A CONTENT CALENDAR



Without doubt having a content calendar in place will help to alleviate the challenge of finding fresh content to write about and subsequently share.

A content calendar will typically include all the planned marketing activities for the year ahead along with news or events that could be of interest to your target audience.

To get started, pull out an excel spreadsheet, map out each month, then populate with events throughout the year. Examples below are:

Business/Industry

- Product launch
- Partner/supplier announcement
- New website launch
- Hosting an event
- Attending trade shows/exhibitions
- Speaker engagements

General

- Vegan January
- Valentine's Day
- International Women's Day,
- Easter, Halloween, Christmas, New Year
- World Days e.g., World Book Day, World Mental Health Day

In addition to the above, I've listed below other types of content that you'll want to add to your content calendar.

Evergreen Content

Evergreen content is content that you prepare in advance and use multiple times throughout the year. Examples are:

- Blogs
- Client testimonials
- How-to guides
- FAQs
- Product videos.

Taking the example of 'Mother's Day' all you need to do is upload a nice image with some text wishing all the mums in your community a happy day. One of you and your mum would be a lovely touch! It's an easy way of sharing content that is both topical and relevant plus it can be scheduled in advance.

If attending an event, always make sure to get a photo shaking hands/elbow bumping with customers, suppliers, guest of honour, etc. It's such an easy way of getting fresh content that you can then share.

From the event itself, you could upload the photos to your social media channels. Later on those same photos could be uploaded to the gallery on your website, or into a blog post with background to the event, and even sent out in your latest newsletter. One event, two or three photos, lots of content!

Reactive Content

An example of reactive content is sharing breaking news of interest to your community. During the pandemic, the constant changes around government travel restrictions, quarantine rules, and travel traffic light systems, required regular reactive updates from the aviation and travel sectors.

Customer Questions

Aside from the above, don't forget the, what/why/where/when and how questions you hear all the time from your customers. These are terrific for creating *relevant* content that can be used in blogs, FAQs, videos, podcasts, and social posts.

Here's some examples:

- How will I use the product?
- What results can I expect?
- How does this compare to X (your competitor product)?
- When is the next launch?
- Why should I choose your product?

Re-purposed Content

With time always a challenge for the small business owner, don't forget you can re-purpose older content. Let's say you've written a blog some months back, go in, update it. You could use a new quote or a new stat that you've found. Once done, distribute as new. On the plus side, it has SEO benefits as it takes less time to rank higher than content that you create from scratch. Whatever you do, do not change the original URL for the updated blog.

B2B Content

If you are a B2B company, you might want to think about adding the following to your content creation:

- eBooks
- Whitepapers
- Case Studies
- Webinars

7.2 5 CONTENT WRITING TIPS

When you're thinking about the content that you're going to create, keep in mind the following tips

1. Write for Skimmers

Nowadays people skim so you need to make a visual impact. Focus on having good images that will grab attention in a busy newsfeed. If your image makes the reader pause, you have a chance that they may stick around and read the accompanying text.

If you need free images, there are lots on sites like [Pexels](#), [Pixabay](#), and [Negative Space](#).

2. Use Snappy Headlines

A big no no is a wall of text on social posts. As before, use the most eye-catching image you have and add a snappy title to draw the reader in. Think of how the newspapers have been doing it for years. They exist by using attention grabbing headlines aimed at having us click and read the article in full.

3. Be Strategic

You're not creating content just for the laughs – unless you're a comedian of course. You want your content to work for you. It needs to attract prospects. How you do that is by creating content that answers the questions you know your customers are asking. The more you do that will demonstrate both your knowledge and expertise plus could help to have you seen as an authority in your industry.

4. Mix it Up

Along with blogs, aim to add video and podcasts to your content marketing plan. Now by the time you're reading this, things may have changed with Facebook, but if not, be aware that the Facebook algorithm favours video and in particular Facebook Live videos. What that means is, videos get more organic (free) reach than image and text posts.

Podcasts have also become more popular in recent times and some of that is down to the fact that the listener can tune in as they sit on the tube or in the car as they drive.

5. Promote

If you write a great blog, or create a terrific video, then you really want people to see it. Here's some easy ways of doing that:

- Upload to your website
- Share on social sites
- Share in newsletters to subscribers
- Put some marketing budget behind the social post and target a new audience

Who Owns Your Content?

You? Nope, think again!

Anything you put up on the social sites, be it images, videos, polls etc., are all owned by the social media site. It's there in the terms and conditions but most never read them. Be aware if the site was suddenly no longer around, all the content you uploaded is gone – unless it's been backed up.

On the other hand, you do own your website and email lists so nurture those. I see it less now, but a few years back it was quite common for small businesses in Ireland to have no website, no email list and all their marketing dependent on Facebook. Not recommended – ever!

Chapter Activity



List 5 content topics to use in your content marketing plan.



Go into Google and pop in 'Content Calendar examples' to help you to create your own content marketing calendar.

8 SOCIAL MEDIA MARKETING FOR SMALL BUSINESS



Let's start with what social media marketing is. It is using the social media platforms to promote and market your business.

When the social sites are used well, they can help generate traffic back to your website, boost search engine ranking, increase brand awareness, and grow revenue. Best of all, most are free to use. That said, if you have some budget, the deep targeting advertising available on the social sites is hugely powerful when compared with the more traditional modes of advertising.

Top Social Media Platforms in 2021

- Facebook 2.79 billion
- YouTube 2 billion
- WhatsApp 2 billion
- Instagram 1.16 billion
- TikTok 689 million
- Snapchat 433 million

Above are monthly active users – Source [SEJ Search Engine Journal](#)

While the above list is correct for 2021, it could change over time. It's therefore not a bad idea to have even a little awareness of the changes happening in the world of social media. And the reason is simple – *you need to know and use the channel your target customers are on.*

Choosing The Platform to Use

With numerous social media channels to choose from, you might wonder which one you should use. The answer is really a no-brainer – it's the one your customers are using. And if you're unsure which one that is, send out a short survey or when face to face with customers, simply ask them.

Be mindful of the fact that in the early days of social media, Facebook was the go-to social site for the younger demographic. However, as parents jumped on, they jumped off. In recent times, we're hearing mixed reports about the preferred platform for Millennials (born 1981-1996). Some say it's still Facebook while others say they're jumping off in huge numbers. Meantime, the younger Gen Z users (born between 1997 – 2012) are all over SnapChat and TicTok. Regardless of what you read or hear from others, research your customers.

8.1 SOCIAL MEDIA MARKETING MISTAKES

Below I've outlined the mistakes that can have you spending way too much time on social media or sharing content that doesn't resonate with your target audience.

1. No Strategy

It happens, you're busy and no time to think about what to put up on your social site so you throw something up quickly and at random times. Unfortunately, this will impact your page ranking with Facebook as the platform likes consistency and post engagement. Go back to putting a plan in place and a quick way of generating topics are those 'what, why, where' questions you hear all the time from customers.

2. Spending Too Long on Social Media

If you're on social media for more than 20 minutes a day, then it's taking you away from what you should be doing - *running your business*. You don't need to post every day, but you do need consistency. Try to put aside an hour at the weekend to plan and schedule content for the week ahead. That way, twenty minutes a day should be more than enough to check-in and answer any comments or messages posted to your page.

3. Chasing Followers

Don't assume the more followers you have on social sites means more business. Too many business owners chase vanity metrics (Like/Follower numbers) with all kinds of competitions and games only to end up with randomers who will never buy from them. Quality not quantity is just as relevant here as it is in the offline world.

8.1.1 WHO SHOULD MANAGE YOUR SOCIAL MEDIA?

Who will take on the role of managing your social media? Okay, so a big bug bear for me was hearing a business owner say, "*I have a girl in the office, who knows all about Facebook, she'll be looking after it.*" Once I managed to stop my teeth from grinding, I'd ask, "*what marketing skills does she have, how well does she know your customer, and how versed is she in the strategy for success that you have for the business?*"

I'm guessing you know where I'm going with this. Just because someone knows how to use a social media channel does not mean they are the right person to manage your marketing and most of all your brand reputation. That said, if you have someone in your team who is enthusiastic, customer-centric, and displays an interest in marketing, get them some training. Allow them to build their skillset and use their natural talents. Your responsibility is then to ensure they are aligned with your business goals and can create the content that will help you to follow them through.

Don't Stretch Yourself Thin

Don't make the mistake of thinking you need to be on every social channel for the best results. I've seen it happen numerous times with enthusiastic business owners who then become completely overwhelmed and everything stops. Instead of stretching yourself thin and making a hash of your social media marketing, be brilliant on your primary channel, and happy to be average on another (yes, it is okay to be average sometimes).

Doing it Yourself

If you decide to take on the management of your own social media marketing, decide which channel is going to be your primary one and get a good understanding of how it all works from posting to advertising.

Regardless of your level of experience now, social media evolves quickly so my recommendation is to get some training specific to marketing your business on your chosen channel. Here's three different options available to you.

1. Online. In my Facebook feed, I see endless offers of free social media training. Most of them are webinars and they offer multiple time slots. It means you can sign up and do the training from your desk, or your sofa at home and in the hours that suit you. Most will send a replay after the training so if you do happen to miss the live training, you'll often have the replay in your inbox by the following day. In the Facebook search box, throw in a few keywords e.g., #FreeSocialMedia, #SocialMediaTraining, #SocialMediaMarketing, and just see what comes up.
2. Check with your local government enterprise office, chamber of commerce or business networking group for social media training. These generally offer heavily discounted rates as it's group training.
3. Hire someone who will offer bespoke coaching or training that is specific to you, your business, and your requirements.

Social Media Terminology

When it comes to social media, as you might expect there's going to be terms that you're unfamiliar with. However, don't let anyone try to dazzle you with social media jargon. As a business owner you need advice and support that is practical so that you can implement it when back at your desk. Aim for a 'No Jargon' policy.

That said, below are some of the more common social media marketing terms that you'll hear thrown around in the social media world. If you have a passing knowledge of them, it will give you an edge when speaking with anyone about your social media marketing.

Engagement

Engagement means the interactions on a social post. Engagement on a Facebook post is likes, comments, and shares from followers.

Share

This is when someone shares your social post to their network (private or public). It's a terrific way of reaching a new audience and a nice endorsement of your business.

Organic

Organic simply means a post you put up on your social sites without any advertising budget behind it e.g., a free post.

CPC

This simply means Cost Per Click. It's the cost incurred for each click to the ad you created on your social site.

Boost

This is the entry level to advertising on Facebook and one I ask you to avoid as it does not offer you the deep targeting that you'll get when using the Ads Manager tool.

Algorithm

The bane of the marketer's life as they change so frequently. Basically, it's a piece of software (very clever piece of software) that, depending on the whims of the social site, can determine how many people see your posts and how your page ranks.

Hashtags

A hashtag is a word or phrase preceded by the # sign. Hashtags are used on social media to tag posts which are part of a larger conversation. Examples are #SmallBusiness, #Olympic2021, #UEFA21. If you go to the search box on a social channel and pop in a hashtag term that you've seen, it will collect all the posts using that particular hashtag. In a nutshell, hashtags are searchable, and similar to a keyword search on Google.

Facebook

As it's the leading social media channel, it's worth knowing a little about Facebook. Pre-pandemic, the thinking was Facebook numbers would decline; however, the arrival of the pandemic and lockdowns meant more people were at home with time on their hands. More than ever before, social media channels became a vital social lifeline for many. As a result, we saw a spike in user numbers. With 2.8 billion users, Facebook tops the social platforms for users and is still very much a part of our daily lives.

Worth noting too is, in the Facebook 'family' you have Messenger, WhatsApp, Facebook Marketplace, Facebook Shops, Instagram, WhatsApp, Giphy, and Oculus.

Facebook Live Video

From a report conducted by [Socialbakers](#), they found in Q1 2021 Facebook Live (video) was the most engaging format on the platform. Facebook Live had 42 median post interactions, followed by images at 13 and regular video at 12.5 interactions. Yet while Facebook Live videos get the highest engagement, only 0.7% of us are using them. I'm guessing I don't need to tell you why that is. Images make up the bulk of content posted on the site at 71.2% and regular video at 16.6%.

People Engage with People



You know this already! However, for many, getting in front of the camera is a challenge. It's much easier to focus on sharing product information, promotions, and industry news. We know people engage better with people rather than a brand which is why I'll always suggest to a business owner that they get in front of the camera occasionally. It's a great way of getting a spike in reach numbers. It also gives your business some personality and makes it easier for customers to feel connected to your brand.

When I have managed to persuade a business owner to step in front of the camera, time and again, they're blown away by the response they get. Putting yourself in front of your audience allows them to become familiar with you and your brand. And that familiarity can lead to trust which helps with conversion rates. So, get yourself in front of the camera, smile and go for it! You'll be brilliant...I know it.

Things to Avoid on Facebook

These are the current no no's from Facebook. Doing them will negatively impact any organic (free) engagement levels.

- Copying and pasting text from an old post or one that was created on another page and replicating in your social posts
- Creating every post with a ‘sell’ message
- Using more than 3 hashtags in a post
- Asking people to click on an outbound link e.g., to your website, article, blog.

And this one, which has been around for a long time but needs a mention as it’s done so often even though it flaunts Facebook’s rules

- ‘Like and Share’ our page competitions

Why Do Some Posts Get More Reach Than Others?

It’s a question I hear a lot and here’s the answer as it is in mid-2021. When you upload a post to Facebook, Facebook’s algorithm displays it to a small segment of your followers. If the post gets some engagement e.g., likes, comments shares, Facebook opens the post up to a larger segment of your audience. If there is further engagement, the post is opened up again. In a nutshell, the more engagement a post gets, the more people see the post.

8.2 SOCIAL COMMERCE

Let’s start with what social commerce is. Very simply it is the process of selling products directly on social media. And isn’t that a wow!

With the arrival of the pandemic, and shops shut, consumers in huge numbers moved online to buy goods and services. Businesses in turn relied on their social channels to promote and sell their products. Meanwhile, something that had been bubbling away in the background became a reality. Facebook and Instagram rolled out ecommerce tools that enabled businesses to sell directly from their social pages.

While many are familiar with Facebook Marketplace, and the ‘Buy’ button on posts (linking back to a website), 2020 saw Facebook launch Facebook Shops. Facebook Shops enables a business page to create a ‘shop’ on the Facebook page and feature a list of their products. Over on Instagram, Instagram Shoppable posts allows businesses highlight a product and include a link to a purchasing page.

What we now have is an entire shopping experience, from research to check-out occurring on a social media platform. As I write that I need to pause because that's big! If you'd told me in 2008 that we'd see this, I'd have laughed. I'm guessing you might have too.

Tools of the Trade

Okay so, there are any number of tools that can help with your social media content creation and distribution. Below is a list of those that I simply can't do without. You'll find others that you'll like but these are my daily go-to tools.

[Canva.com](#)

Canva is an easy-to-use graphic design platform that has templates for all the social media sites. It is free to use, or you can pay to upgrade to professional level. Try it once and you'll never look back.

[Facebook Creator](#)

Facebook Creator is where you create your Facebook and Instagram posts, and schedule posting dates. It's also where you'll find your 'Insights,' or performance stats.

[Tweetdeck](#)

Tweedeck allows you manage multiple Twitter sites, but even if just using one, you can create posts and schedule for future posting dates.

[Mailchimp](#)

MailChimp is an easy-to-use email marketing tool that comes with a free plan.

Time vs Money

If the thoughts of managing your own social media marketing seems overwhelming right now, consider the idea of outsourcing it. If it frees you up to concentrate your efforts elsewhere, it could be money well spent. Most freelance marketers offer rolling packages from one month to indefinite. If you choose to go for this option, make sure whoever you use has some understanding of your business. You could ask them to start by doing an audit of your online presence and get a feedback report. Then have them follow up with a plan on the content they plan to use to engage your target audience.

Aside from creating the content to share, you will need to decide who will answer the comments posted on your site and the private messages received. In my experience, it's best done by someone within the business as it is part of your customer service offering plus you know your customers better than anyone else.

Chapter Activity



Review your past social media activity and check to see what's been getting the highest engagement with your audience. Then use that as a template for creating future content.



If you sell physical products, aim to create a [Facebook shop](#). To get started, there's lot of help online to walk you through the process.

9 LASTING IMPRESSIONS



As we reach the end of this e-book, my hope is that you're now feeling much more confident about using online marketing to promote and grow your business online. But what then? How do you keep the momentum going and maintain a lasting relationship with your customers?

9.1 BUILD YOUR PERSONAL BRAND

As founder of your company, you are your best sales tool. As a sole trader or if leading a small team, your face is the face of the company you founded. For that reason, even if you are naturally shy, you need to make yourself visible. Below are a range of ideas to help you do just that.

- Ask the local newspaper/magazine if you can write a column. Make sure your photo and business contact details are included.
- Find out about upcoming events and offer to speak at them
- Join a local business networking group
- Contact the local radio station to see if they'd like to feature you in an interview

Live Video

We've touched on this already - get yourself in front of the camera. Create a Facebook Live video or Livestream to Instagram and talk about the latest product launch, new partnership, or developments within the company and/or industry. What comes across well and could help to make you feel more comfortable is an interview style video. Ask a friend to be the interviewer with you supplying the questions. Keep in mind too that the rise in Zoom

meetings during the pandemic saw many dropping their normal business attire for sweats, no make-up on, and often with kids making a starring role. Raw and unpolished on-screen is now very much in, embrace it and go rock those live videos!

9.1.1 EMAIL MARKETING

According to a McKinsey study, email is 40 times more powerful at acquiring new customers than Facebook and Twitter combined. Keep building your email list and send out at least one newsletter per month with updates on a product, new developments in your company, promotions, and customer reviews.

There are several easy-to-use tools like [Mailchimp](#) or [Constant Contact](#) for email marketing. The cost to use is either free or small business friendly so check them out and give them a try.

9.1.2 BRAND AMBASSADORS

Even if there is just one other person working with you, encourage them to share posts from your social sites to their own online networks. What you might not know is, posts shared by employees of a company receives 8x more engagement than content shared by the brand. Makes sense if you think about it. (Think trust!)

Also reach out to family and friends and encourage them to share your posts. And think about offering your brand ambassadors a little incentive for any post they share that generates a new sale or customer.

9.1.3 EVENT PROMOTION

Every event is a photo opportunity. Have photos of you elbow bumping or smiling at the camera with customers and/or suppliers. Always ask if it's okay to share the photo to your social sites and add that you will also hyperlink the supplier's social channel. That way there is shared publicity and with luck your supplier might reciprocate.

Social Frame

If exhibiting at an event, a fun and very inexpensive prop is a Social Frame personalised with your company logo and a happy tag line. People love getting in front of frames for photos. You'll have lots of smiling faces in photos that you can then share across your social sites. The big plus is, it's highly likely the people who were photo'd will then share to their personal profiles giving your business an extra brand awareness boost with an untapped audience.

Hashtags

Create a hashtag for an event or conference if exhibiting. It could be as simple as #YourCompanyName. Make sure to use the hashtag in all your social posts pre, during and after the event. Encourage everyone who arrives at your stand to use your hashtag in a post and incentivise them with entry into a competition for a prize. Then put a time aside at your stand to select the winner. The prize could be a goodie bag filled with your products or a nice bottle of wine and chocolates. Make sure there is a photo of you handing the prize over to the winner and again post it all over your social sites – ***with your hashtag***.

Whatever you do, make sure you always get as much PR as possible. By that I mean before the event, you announce on social sites, in emails, and blogs. At the event, take photos or videos and upload to social channels. And after the event, share photos from the day on social sites, website, in emails and in blogs. It's all fresh and relevant content which keeps you in front of your target audience and builds up a personality for your business.

9.1.4 SPONSORSHIP

Lastly there is always sponsorship. Budget may well be tight, but sponsorship takes many forms and doesn't always need to be a cash donation. Donating is a great way of getting behind a cause that you care about while also having your company name in front of a new audience.

Chapter Activity



Start building your email list and aim to get a newsletter out at least once a month.



Be Brave! Decide on a topic and get yourself in front of the camera and do a Facebook Live video.

10 SOURCES

Marketing

<https://www.cim.co.uk/media/4772/7ps.pdf>

<https://hbr.org/2019/02/why-great-innovation-needs-great-marketing>

<https://smallbusiness.co.uk/the-essential-guide-to-small-business-marketing-2542147/>

<https://blog.hubspot.com/marketing/what-is-marketing>

<https://postcron.com/en/blog/david-ogilvy-7-commandments-advertising-marketers-need-know/>

<https://www.wordstream.com/blog/ws/2021/01/04/best-marketing-strategies-2021>

<https://www.business.com/articles/social-media-marketing-guide/>

SEO

<https://junto.digital/blog/seo-stats/>

Consumer Behaviour Reports

https://unctad.org/system/files/official-document/dtlstictinf2020d1_en.pdf

<https://www.foodnavigator.com/Article/2021/02/10/Post-COVID-trends-Shoppers-will-back-local-remain-online-and-watch-their-F-B-spending>

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_1104

<https://www.mintel.com/blog/consumer-market-news/how-the-covid-19-vaccine-will-impact-us-consumer-behavior>

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<https://www.wordstream.com/blog/ws/2020/09/18/post-covid-19-customers>

[https://www.cnbc.com/2020/11/28/black-friday-2020-online-shopping-surges-22percent-to-
record-9-billion-adobe-says.html](https://www.cnbc.com/2020/11/28/black-friday-2020-online-shopping-surges-22percent-to-record-9-billion-adobe-says.html)