

20 MARKETING IDEAS FOR EACH MONTH FOR Side Businesses to Succeed

SEND 1 MOTIVATIONAL OR INSPIRATIONAL QUOTE EVERY WEEK ON SOCIAL MEDIA TO STAY RELEVANT.

Post 1 article per WEEK found from Pinterest, Google, Yahoo, or another source on your business on 4 or more social media sites.

Write 1 article per MONTH for your website about your industry (blog), then post on 4 or more social media sites.

WRITE A 1 TO 4 PAGE MONTHLY OR BIMONTHLY NEWSLETTER TO SEND TO ALL YOUR CURRENT CLIENTS AND CONTACTS.

Once every 2 WEEKS, follow or request to add new people on social media to grow your following. About a third of the people you follow will follow you back.

SEND 1 REQUEST TO CONTACTS VIA TEXT, EMAIL, OR SOCIAL MEDIA EVERY 3 MONTHS (ASKING THEM TO PURCHASE A PRODUCT, REFER A CLIENT, JOIN YOUR MAILING LIST, WHATEVER THE REQUEST MAY BE).

BESIDES GROWING FOLLOWERS, YOU NEED TO LIKE OR COMMENT ON ABOUT 10 POSTS PER DAY (OR MORE) TO BE ENGAGED WITH PEOPLE.

Send messages to your contacts via text, email, or social media (individually) to wish them a Merry Christmas, Happy Thanksgiving, Valentine's Day, etc. Doing this will help you stay relevant during major HOLIDAYS.

DO 1 TO 10 COLD CALLS PER DAY, 25 COLD CALLS PER DAY 5 DAYS PER WEEK.

Send birthday texts and messages to every one of your contacts each DAY. This means you must keep track of birthdays by using a calendar.

PARTICIPATE IN 1 TO 3 ORGANIZATIONS PER YEAR WHERE YOU CAN TALK TO OTHERS ABOUT YOUR BUSINESS, LIKE TOASTMASTERS, LOCAL CHAMBER OF COMMERCE, ETC.

Share other people's content or information by referring them to your friends and contacts to create goodwill that will pay off in the long run once per week or every 2 WEEKS.

Participate in 1 to 2 community service projects per YEAR to get noticed and get your name out in the community.

LOOK TO SEE IF YOU CAN GET NOMINATED FOR AN AWARD IN YOUR INDUSTRY ONCE A YEAR. IF YOU WIN OR EVEN GET NOMINATED, IT WILL HELP BOOST YOUR BUSINESS PROFILE!

Once a MONTH, put something personal on social media or in your newsletter about you – where you went to eat, where to go to visit with the family, etc. This will help people see the personal side, not just the business.

Calendar to contact at least 1 of your contacts every 2 WEEKS to touch base to ask how they are doing and what you are up to in your business.

SPEND ABOUT AN HOUR EVERY 2 WEEKS TO UPDATE YOUR WEBSITE AND PUT RELEVANT INFORMATION. WHEN YOU ARE TALKING OR COMMUNICATING WITH CONTACTS, LET THEM KNOW THAT YOU HAVE MADE UPDATES SO THEY CAN CHECK THEM OUT.

Visit efficiencyandorganization.com/small-business-owners for all 20 ideas.