



25 Tips - Marketing for a New Small Business...



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1. The first thing to remember is that you are starting out. Marketing activities cost money. They will cost you a significant part of your start-up funds. So focus on ways you can market your new small business for free - first. After all the free ways, think low cost, medium cost and finally investment cost. Budget, budget, budget! Plus spread the anticipated cost according to your SMART goals through Q1-Q4 as you grow in Year 1. Return on Investment - ROI - (as much as you can measure) is key.
2. Before you begin to create content and post it everywhere online and offline - make a plan. As a start-up, you will already have completed a Business Plan so ensure you have a content calendar for all the information you want to share and why. This information will advertise and promote what you do to the best effect to your target market. Know what you do but know exactly why you are uniquely or best placed to serve your ideal customer. What you sell whether it is a product or service has to be a must-buy - right here, right now. Timing in marketing and indeed launching a new venture, is everything.
3. Get all your assets in order. Start with all your branding and then all your marketing collateral. If you are struggling with this, reach out to your local business associations for help and secure your place on a workshop. You need to make all your visual imagery which will be associated with you and your brand for years to come, as professional as possible. Workshops can often be provided for free or a nominal fee - they offer a great opportunity to network, too. Check out your local chamber of commerce or council (or similar public body) for a calendar of events.
4. Think elevator pitch - create and memorise a short, persuasive pitch which describes exactly what you offer and why, plus the ideal customer you seek. 30-60 seconds of clear, concise and confident delivery emphasising all the value you bring. You will lose count of how many times you will say this to people as you grow your business. Make it gold.
5. Let your elevator pitch inform your content calendar. Social Media is still largely free to use to post images and offer accompanying text. Shortlist platforms you know well and like using. Familiarise yourself with all the features business social media accounts offer you. Then research on which platform your ideal customer likes to talk about what they buy and why. This is the one you need to establish yourself on. If it's an unfamiliar platform to you - get comfortable with it as soon as you can.



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6. Work on your social media, building buzz to draw traffic to your website. Websites only work for you if they can be found. Advertise what you do, make it clear what you offer and the benefits to your customer from purchase. Your website can be low-cost but it will be a cost. Get the basics up first - your brand assets, your offer to market, how to contact you, how to pay for your product and/or service, FAQ's, for example. Don't forget the human connection - your About Us, your reason(s) for doing what you do, your story and your future plans. Your blog is a great way to showcase your short opinion pieces about the industry you now belong to and how you are going to make it better - make all this content count from Day One.
7. Press - online and offline. Pitch a press release to both local and industry press about your new small business. Make it punchy, persuasive and above all, professional. Get used to advertising what you do and why you are so uniquely placed to offer it. From day one of trading try to have advertised in every possible channel you can find for maximum impact - and to keep your accountant happy!
8. Events - local, community, regional, national, international - big or small - get yourself there. If there isn't budget to be an exhibitor, ensure you go as an attendee. Network, network, network - open the conversation and take your business cards. After the event, share where you have been and what you have learned on your social media. Be seen in the industry.
9. Once online - claim every free listing where you feature, if you have premises. Maximise every profile and ensure all your messaging is clear, and consistent with what you say about yourself on your website and your social media. Your key info you will repeat - make it resonate.
10. Create free content - position yourself as an expert in your field from the get-go. Offer great value tips on what you know (just like this pdf!) - offer them as branded downloads from your website - appreciate all your website visitors, even when they are not in the market to buy. They may just recommend you to others who are.
11. Engage with feedback - thank and appreciate both the positive and the negative. Ensure you are professional with the reply you offer. Every review is a chance to add more gravitas to your story and your expertise.
12. Engage with your competition - offer a social media shout-out when they do well as it only increases your own focus and clarifies the ideal customer niche you are looking to serve.



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13. Provide marketing collateral which offers a step by step guide on just how easy it is to work with you or to buy from you. Tackle the barriers to purchase, head-on. This can be done via a case study for professional services (as a branded .pdf) or via an Instagram carousel, for example.
14. Get to grips with video - your customers need to relate to you, the brand and its values in addition to the products and/or services you sell. One way to bring all this to life is to offer video content - short videos of BTS - behind the scenes - are always very popular and of course, authentic.
15. Email marketing - newsletters can often receive bad press as they can be sent too often and don't always have a lot to say. Schedule in a monthly recap of what it is you have been doing, the successes and the challenges. Keep it short and sweet with a subscriber-only offer or two.
16. Check your SEO, GEO and AEO. AI is here and is affecting search. Know how your ideal customers are searching for what it is you offer. Check your copy (whether complex or conversational) matches how your customer is describing what they need from you.
17. Join a local business association in addition to joining your industry one. Reciprocal marketing of other local new small businesses in your area can reap rewards as can promoting or praising other creatives or artists working in a similar space to you.
18. Upskill at every opportunity - every industry moves fast. With a new small business now up and running, don't get left behind. Attend online classes, webinars, masterclass courses, in-person one day experiences - the list is endless and many options are still free. Remember to network!
19. Give back - offer quarterly free or contribution-based pop-up Q&A sessions for your industry. Try the local library as a low-cost venue or even the local church hall. Public speaking is an art-form and it gets better with practice - be brave.
20. Consider each and every touchpoint with your customer - from your SEO to the packaging of the final product or delivery of the service. Make meeting (and exceeding where you can) their needs and expectations the focus of every message/prompt you write. Make every transaction both beautifully memorable and operationally effortless. Be a pro from Day One.
21. Find a mentor - search your own network for someone 5 years ahead of you with their new small business. They can be in another industry altogether. They could be a vital source of encouragement and advice.



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22. Volunteer for seasonal events within your local community. Act as a marshall for the local parkrun, assist with putting up the gazebos for the farmer's market or assisting with the christmas lights in town. Attend public meetings to contribute your time as a new small business who has valuable skills to share. Raise your local profile this way for free.
23. Review others - you are also a customer or consumer of your own favourite brands. Review them online - always adopt a tone of polite professionalism. Act like a brand advocate and you will be surprised how many brand advocates of your own you can nurture by example.
24. Travel - visit other areas where your industry is thriving. If you are an artist, visit the regional arts scene. If you are a book seller, get to festivals during the season. Show up in your own branded merchandise so you can easily advertise what you do too.
25. Enjoy what you have chosen to do - positive energy will run through all of your efforts and show in your work. Launching a new small business is one thing but sustaining it is quite another. Your customers will pick up on your personal style in your content so make it both admirable and resilient. Retain and develop a light-hearted sense of humour - you will need it more than you know.
Celebrate the small wins and stay humble 😊

Are you looking for a marketing or copywriting consultation?
Get in touch with Jacqui at The Write Reasons Ltd, today.