

Build Your Business Marketing Strategy Now Using These 14 Tips!



Having a strong online presence for your brand is essential, whether you're in the process of launching a new business or already have one.

As the number of ecommerce users is expected to grow to [nearly 274 million by 2025](#), businesses must have an online presence to stay competitive. Consumers learn about local businesses online more than anywhere else, so it is vital for companies to have a website and social media presence.

If you are a small business owner and lack experience in online marketing, formulating a plan to improve your online presence may feel daunting. Don't worry – [we're here to help](#).

In this document, we will lay out how you can build and optimize your small business marketing strategy using inbound marketing.

Small Business Marketing

There are several reasons why marketing is important for small businesses. Firstly, it can help raise brand awareness and build a pipeline of qualified leads. Secondly, marketing can help a small business become more visible, and lastly, it can provide much-needed resources such as budget or time.

Having a marketing plan in place is important for any business, big or small. It can provide guidance and direction, especially when you're

scaling up. If you're on a limited budget or have a smaller team, a marketing plan can help you make the most of your resources. Here are 15 strategies that are essential for generating awareness and revenue for your business:

1. Know your target audience.

It is a common error to assume that "anyone" is your customer. Companies that are large enough to operate on a mass-market scale might be able to get away with this to some extent, but it's often said for a reason that "the real money is in the niche markets". These are the areas where you as a small business will have the most control. To establish a foothold in a niche market and appeal to the buyers within that market, you must first understand their deepest pains and priorities, as well as the events that trigger those feelings.



What is motivating them to make a purchase? What will success look like if they follow through? Having this information will allow you to develop messaging that is impactful and provides a strong argument for your product.

Before you draft your seller persona, start by thinking about your existing customers and who you would like to work with. Then, create a buyer persona to get into the head of your ideal client.

2. Realize your value proposition.

If there is no distinctive advantage that you have over your competitors, there is no reason why a potential customer would choose to work with you. Your value proposition is what will set you apart from others in your field and convince your prospects that you are the best choice. What do

you do better than anyone else in the industry? Communicating this effectively will make a strong case.

3. Focus on a singular goal or objective.



If you're investigating the field of marketing, you may have realized that there are a million different paths you could take. It can be tempting to try and do everything at once, and to create a convoluted machine in the hopes that you've covered all your bases. However, it's easy to take on too much.

Instead, focus on where the greatest impact will be. What is the largest obstacle in your marketing that is preventing your expansion? By setting a performance goal related to that one key area, you can direct your resources to the strategies and actions that will achieve that one performance goal. You can then expand your efforts or pivot to other initiatives once you have made more progress towards that singular goal.

4. Capitalize on short-term activities.

If you want to see your business grow, it's important to start small and see results quickly. This will give you the motivation and resources to invest in bigger projects, long-term growth, and more sustainable business models.

Tactics that take time to build, such as SEO, may not be the best fit for your primary initiatives because you may not see a return soon enough. If you have enough resources to start there, great, but don't put all your eggs in that basket.

If you have confirmation that people are going to Google with the objective of purchasing your particular solution, you may find that paid advertisements will give you the short-term ROI you're looking for.

5. Double down on what works.

It is important to monitor your progress and evaluate your data once you have established your programs and tried a few different tactics. This will give you insight into what is effective and help you make decisions as you grow. Focusing on revenue-generating methods that have been successful in the past is a smart idea as you expand.



6. Leverage the power of existing customers.

On average it costs five times more to acquire a new customer than close an existing one. This means you shouldn't stop marketing once they've made a purchase.

There are opportunities for increased sales by identifying repeat purchasing, upselling, and cross-selling opportunities. Current customers have already made a purchase and established trust with you. If they have had a positive experience, they are likely to do business with you again in the future.

Even if the need doesn't arise (in cases where it's a one-time purchase with no upsell opportunities), you should still aim to please your customers. Keep in mind that word of mouth is a potent (and free) marketing tool.

7. Create a website to establish an online presence.

A well-designed website is one of the most important tools your small business can have. Your website is your opportunity to show your brand, what you offer, where you are located, and how a potential customer can get in touch with you.



The value of owning your own website is that you always have control over it and it has the potential to generate traffic through organic means, as well as being a place to direct traffic from advertising and other marketing efforts.

Your website is not just a mere brochure. You have the ability to turn it into a 24-7 salesperson by understanding how to convert traffic and turn them into leads (which will be discussed in further detail below).

8. Try blogging to attract potential customers.

Blogging is an excellent way to generate organic traffic, especially for those prospects who have not yet reached a purchasing decision. In addition, it can establish your credibility in your industry and position you as a thought leader.

Publishing content on a regular basis, even if it is only once a week, will improve your website's visibility online and help educate your potential customers about why they should trust your company.

Adding a call-to-action on your posts for visitors to subscribe to your blog and receive emails is a great way to start collecting leads and offering potential customers a way to get information if they aren't ready to buy anything from you yet.

9. Promote your business on social media.

Given that billions of potential customers use various platforms daily, it should come as no surprise that social media is a powerful business tool. Social media marketing can help you engage with potential customers, build brand awareness, and promote your products. What's not to love about being seen where your potential customers spend their time?



10. Invest in online ads.

Organic traffic can take some time to build up, so if you're a small business, it's worth considering investing in some short-term strategies. Pay-to-play tactics that focus on buyers who are likely to be interested in what you're selling can be great for achieving quick successes and jump-starting other objectives. Google Ads are useful if you know that your target audience is searching the web for your product or solution. However, if they aren't, you might want to consider social media ads instead. Individuals on social media might have less buying intent, but with highly targeted ads and enough impressions, you'll be able to gain the interest of your audience.

11. Capture online prospect information.

We've discussed how increased visibility and traffic can help drive revenue, but haven't delved into the details yet. A straightforward way to start generating leads or customers from your website is to add a conversion tool.

12. Use email marketing to nurture leads.

It is important to remember that although you may have converted web traffic into leads, not all those leads may be ready to purchase yet. It is crucial to remain at the forefront of their thoughts and aid them in progressing closer to a purchasing decision. Email marketing is a key element of your marketing plans and strategies--in fact, 73% of millennials prefer to receive communications from businesses via email. This plan is easy to implement and maintain while also being broad in scope, able to reach both new and existing customers.



Email marketing can be a great way to keep your customers and followers up to date on what's going on with your business. By sending out newsletters and other promotions, you can stay top-of-mind without having to spend a lot of time on digital marketing. Marketing automation can make this process even easier, so consider using it to save yourself some time.

13. Manage customer relationships with a CRM system.

Email marketing is most successful when you're able to send personalized and targeted messages. This starts with having a customer database or customer relationship management (CRM) system.

Your CRM will store information about your leads, prospects, and customers. This way, you can keep track of customer interactions and identify sales opportunities more effectively.

14. Use word of mouth as a promotion channel.

Customer satisfaction and repeat business are extremely important to the success of any business. If you can provide a great experience for your customers, they will be more likely to leave reviews, give testimonials, and tell their friends about you. So, it's important to measure customer satisfaction and encourage customers to spread the word.



Presented by:

 2 Acre Studios
1143 Morningside Ave
Pittsburgh, PA 15206
(269) 599-7022
contact@2acrestudios.com
<https://2acrestudios.com>