



# Small Business Marketing: Smashing Ideas To Execute in 2022

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Your small business is your dream job. However, you're clueless about small business marketing ideas, or at least not knowledgeable enough to earn more income.

You should be earning money, building clients and growing your business. You shouldn't be spending another sleepless night stressed about how to market your business! How do you know where to start with over 101 marketing ideas for a small business?

Finally, there's a solution to your marketing woes.

Even with a limited budget. Or limited marketing knowledge

Take the first step to marketing your small business. You CAN gain more clients, increase your income, secure potential prospects and grow your business.

Not only will you learn what precisely small business marketing is and why you need it, but you'll also learn so much more.

Read on to understand the small business marketing budget and why money isn't always the bee's knees. Explore online and offline marketing for a small business, and discover strategies that you need to know Now to help you market your small business.

Rest Assured, there IS an ultimate guide that's straightforward and demystifies marketing for a small business.

Keep Scrolling to Learn More!



## What is Small Business Marketing Anyway & Why Is It Important?

### **Definition:**

Marketing for a small business is how a company attracts and retains the customer it has just drawn to its' business.

### **Why It's Important:**

Marketing helps a small business. It allows a business to share its services and products strategically, which in turn sells the services to the customer and makes money for the company. After all, the ultimate goal for any business is to Make Money!

## Proven: The Most Effective Way to Build Your Small Business Marketing Plan

### ★ Who is Your Ideal Customer?

Your **ideal** customer is someone who benefits from your product or service. They are also someone that YOU want to target as a customer and sell your services to.

### ★ Why Should They Choose You and Your Products?

The customer should choose YOU because you're offering more value or performing a service better than your competitors. You need to find the **WOW** to draw clients in and retain them as long-term customers. That should be the reason they choose you and remain as your customer.

# Having Clear Goals Will Give You Measurable Results

## ➤ Define Specific Business Goals

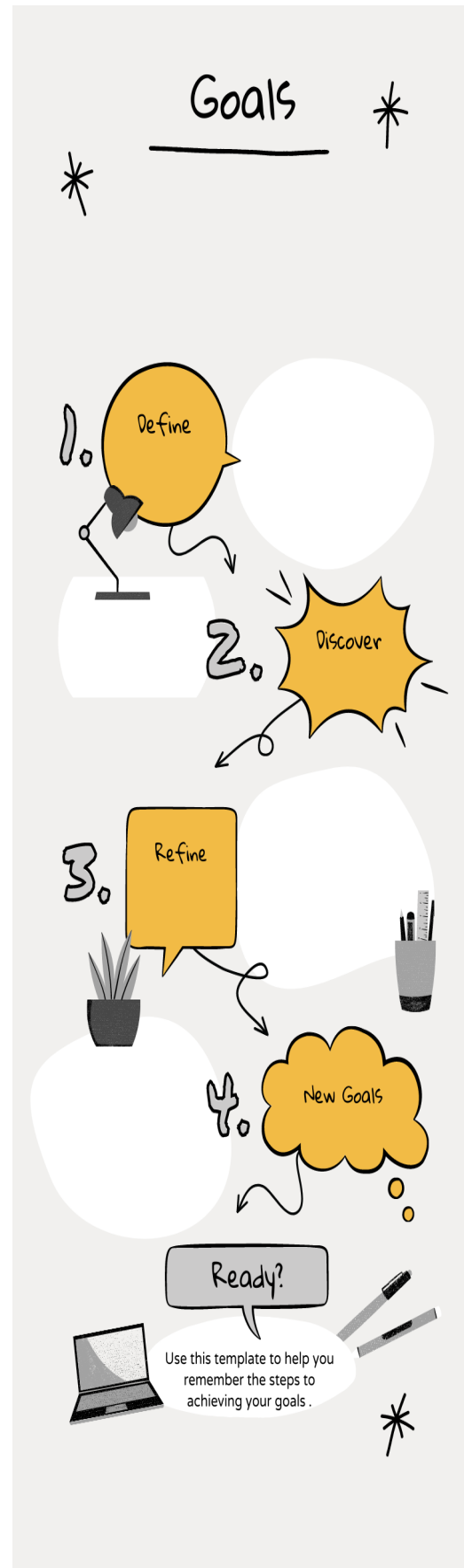
Develop a small business marketing plan to focus on specific goals. It will pull in the clients, retain them, and grow your business as a whole. Set one goal to focus on first and then move on to a second. Where's that gap in your marketing that's preventing you from earning more and growing? Target your goal and your resources to close that gap!

## ➤ Discover what's working

Think about the things that are working. As you examine and pay attention to your methods in marketing that work, **PROLIFERATE** the same techniques as a means to increase your revenue.

## ➤ Refine Your Approach Over Time

As with any goal, assess your approach regularly. The best strategy to keep you moving forward, growing your business and earning a profit is always to stay apprised of your marketing approaches. See what works and what doesn't. You can then change what doesn't work any longer and replace it with something else that does work.



# Working With a Small Business Marketing Budget (Money isn't Always the Bee's Knees)

## ➤ Zero Cost Marketing Ideas to Start NOW

1. Research your market to identify your ideal buyer or your ideal audience. The more time and effort you spend identifying your target consumer, the more you'll be able to target your marketing to them specifically. Then you'll have a better marketing strategy for a small business.
2. Establish informal relationships with other businesses for the sole purpose of marketing cooperatively with them. By sharing local marketing ideas and working with other small businesses that have consumers that overlap with your business, you'll build and bring awareness to each other's companies and services offered. You'll achieve results quicker than by working alone.
3. Running a webinar or hosting a class will promote your business for free while simultaneously providing helpful information to your clients. Create flyers and post them on social media to advertise an upcoming event.

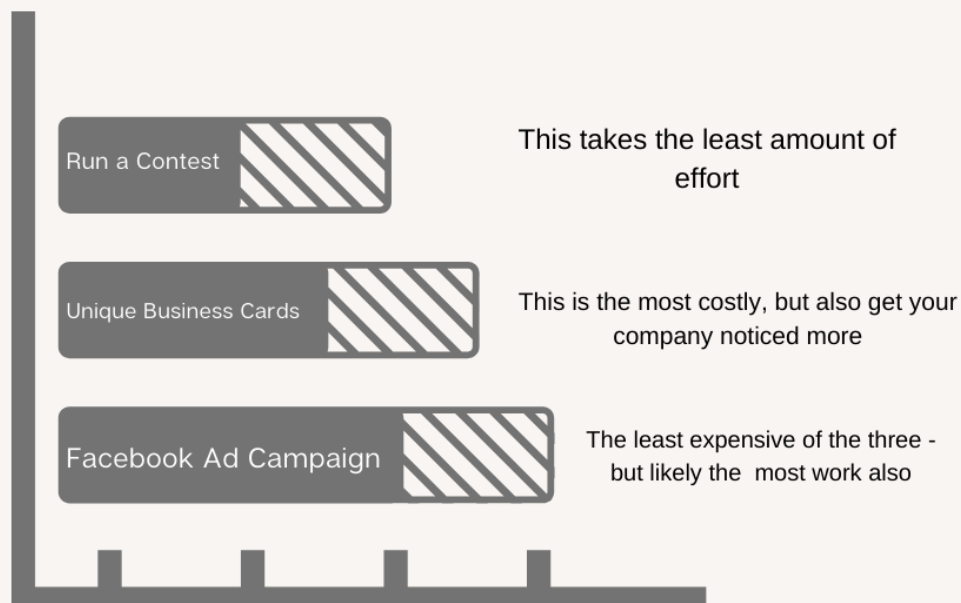


Cooperative  
Marketing

## ➤ Modest Budget Marketing Ideas to Work On

1. Run a Facebook Ad Campaign. If your budget's small, this is an inexpensive way to run an ad or two at a modest fee. You'll need to consider your small business marketing profile and target the customers you are specifically trying to reach.
2. Order some unique business cards, and give them to every person you meet or encounter. It likely will cost a little more to be truly unique, but your business cards will stand out even if they are merely glanced at. The business world is competitive, so the more innovative the business card, the more likely a quick glance will turn into actually reading. As a result, you'll get noticed more often and attract potential customers.
3. Run a contest or giveaway. This type of promotional campaign requires minimal effort and costs only the fee of the prize. The entries all provide potential customers or leads and will get your name out there, especially if you boost the contest through social media with slogans like "extra entry for every tag" or "get a friend to follow" and so on.

### MODEST BUDGETING IDEAS



# Let's Get Our Thinking Caps On

## Some Starting Points - Online Marketing Ideas for Small Business

### Having a Website



These days, searching online for your business is the first thing clients do. If you don't have a website, you miss a massive opportunity and could very well lose many potential customers. Embrace your creative side and devise something to grab people's attention giving value to those who visit your website.

### Leveraging Social Media



Be honest - How many people do you know that don't have a cell phone? More people, including retirees, are joining the social media world to keep up with the kids and young adults. Why not take advantage of it? You could reach many more people and leverage [social media marketing for your small business](#).

### Building an Email List



Like a tree that needs roots to grow, you need clients to grow as a business. Any past, present and future contacts, along with all your prospects, should be on this list and retained. This includes family, friends, neighbours and acquaintances that might be a client or forward your name on to others who'll become a client. Essentially, your email list should include any person you come in contact with.

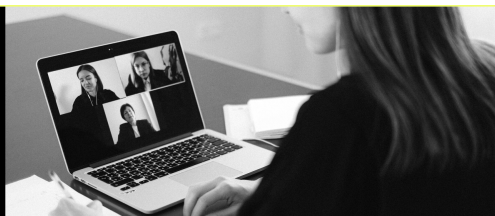
### Buying Online Ads



Two top ways to buy an online ad are to "purchase" an ad telling others about your business, a class you're hosting, or a contest you're running. The other would be to "boost your ad," where you pay extra to get your ad noticed. Each social media platform has its own version of ads and boostability.

"Content is fire.  
Social media is gasoline."

JAY BAER



## Your Starting Points - Offline Marketing for Small Business

### Events

Planning marketing event ideas for your small business will get your company some traffic and is a great way to build customer and client lists.

Using a community bulletin board and word of mouth will help promote your upcoming event. Also, consider hosting an educational event or class, such as a small business marketing presentation, utilizing free advertising that's often available at coffee shops and libraries for such events.

### Flyers

Creating flyers with coupons will excite some customers, and they'll want to sign up or purchase the product since it was on sale. It might also encourage them to return, paying the full price next time.

### Print Advertising

Advertising a free trial subscription service for your products so they can test out the products can also be helpful. This can generate a potential lead, and if they love what you're selling, they will want to stay signed up.

Plus, they're more likely to recommend you to friends and family, gaining you even more potential customers. In addition, they'll pass on your print advertisement to others.

Also, don't forget business cards are a great form of print advertising that you can hand out!



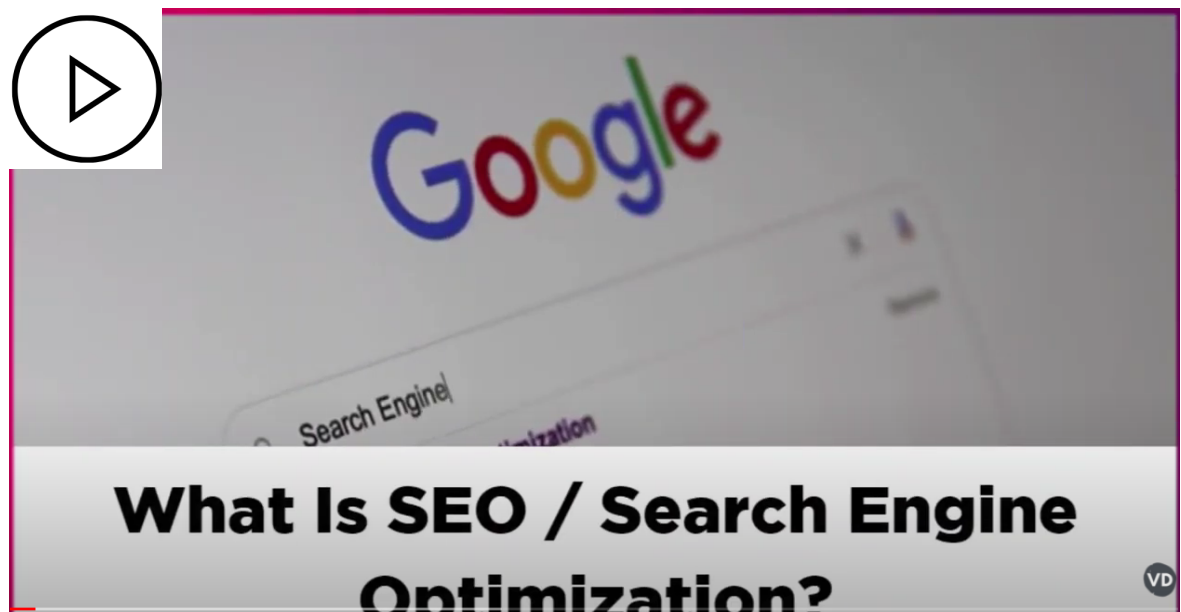
# Small Business Marketing Strategies That You NEED to Know NOW

## Search Engine Optimization (SEO)- What you Need to Know

Search Engine Optimization or [SEO](#) is the technique that helps your website to rank higher on search engine results pages. This technique makes your website more visible to people looking for solutions that you could offer with the brand, product, or service you're providing.

A strong SEO plan will help your business produce additional leads and generate customers. Including your keywords in the meta-description, page titles, and H1 tags will optimize your SEO plan.

Click on the image below to watch "What is SEO"?





## Google My Business - Are you Using it Right?

A Google Business Profile is one of the most effective and free marketing strategies available. This strategy lists your business on Google, creating a way for you to appear on Google Maps and within the local section of a Google search.

However, you'll need to create verified ownership of your business. A necessary but straightforward step will help you optimize your business and ensure it appears higher in the results generated through local searches on Google Maps.



## Reviews, Reviews, Reviews - Time to Put Your Customer to Work

Don't be shy putting your customers to work on your behalf! Most people you ask are usually willing to provide a review or referral. Reviews make it easier to get new customers to take notice of you.

If you're still unsure about asking for a review, or perhaps you're just building your client base, consider holding a contest or giving a prize for every review submitted. It can be anything from a simple discount voucher on your customer's next purchase or a small free company item.



# Shockingly Easy Local Marketing Ideas for a Small Business



## ➤ Donate a prize or Offering a Free Trial

When you give someone a chance to try your product or experience your service, chances are they'll want to purchase more or become a repeat customer.

Don't pass up the opportunity to offer a free trial, donate a prize or even provide a sample. People will be more likely to purchase something they've experienced or previously tried out in today's tough economic times.

## ➤ Persuade Family & Friends to Recommend Your Business

Referrals, like reviews, are the way to get new customers. Most of the people you work with will be willing to leave one, but very few will take the initiative on their own.

Asking your family and friends to recommend your business is the first step to gaining new customers and building your client list.

## ➤ Host a Class/Event or Live Training Session

A class or live training session allows a potential customer to sign up for a short event led by you. You can provide tips, showcase your expertise in your field, demonstrate your products, or answer questions about them.

These methods will allow you to boost your credibility and offer potential leads and sales.



## Benefits of Small Business Marketing Automation That You Didn't Know About

Small Business marketing [automation](#) is the technology that handles marketing processes and systematically takes care of tasks such as promotions across several networks. Small business marketing automation will enable businesses to target their customers with automated messages across email, web, social media, and texting.

There are endless tools for small business marketing automation. But three that you could consider as a starting point are Engage Bay, HubSpot and Salesforce Pardot. See [Engage Bays'](#) post on the features and pricing of each one.

The benefits of using small business marketing automation are huge. Such as:

### ★ Reduce costs

Automation reduces the time and cost of manual tasks, eliminating errors and reducing waste, which saves you money.

## ★ Increases Your Profits

Automation allows you to reply to new leads quickly. A swift response will increase your sales because customers usually want answers immediately.

## ★ Generates New Clients

Sales activities can be automated, allowing you more time to secure customers. You'll then be able to concentrate on formulating strategies that generate and nurture leads instead of focusing on sales activities.

## ★ Builds Tailored Info to Help Make Better Decisions

Marketing automation gathers data and intelligence so that you can understand how things are working for you. This process helps you understand your prospective clients better and formulates your marketing specifically for them.

## ★ Clarifies Your Marketing Process

Automation can help map out your potential customer's experience and journey, allowing you to process targets and nurture leads more efficiently. This simple process can differentiate between better customer satisfaction and a lost lead.

## ★ Personalizes Your Marketing to Your Products

Small business marketing automation will simplify the process of delivering appropriate data to buyers. It personalizes a customer's journey, generates sales and produces repeat customers.

## ★ Saves YOU time

Many automation systems have drag and drop interfaces. This enables the fast creation of email and social media campaigns and landing pages. You'll save time by allowing the marketing automation to perform many essential but repetitive tasks.



The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency.

— Bill Gates —

AZ QUOTES



## FAQ

1. Are there any online courses I can take to learn more?

**Absolutely!** You can browse free small business marketing courses on [Youtube](#), [Coursera](#), [HubSpot](#), or even [Google](#). Just click on the links, and you'll find numerous options to select from.

2. How can a small business get free marketing services?

The simplest way is to find someone with experience in small business marketing jobs to exchange services. For example, in exchange for small business marketing services, you could offer free products or services that the other company might be interested in using.

3. When is it time to hire out my marketing needs?

As a general rule, it's time to contract out your marketing requirements when you're intimidated by the digital world or when your business is growing so fast, but you don't want to lose sight of your customers' needs. These are both great examples of times when you should consider hiring a marketing professional.

4. What ideas can I start TODAY?

The top two small business marketing tips that you can implement right away are researching your ideal customer and building your website. You need to target your marketing to the ultimate customer and develop your website to get noticed online.



## Ready to Transform Your Marketing & Boost Your Small Business?

Your Small Business Marketing is no longer a seemingly impossible challenge.

Don't fear the change. Embrace it! You deserve to succeed just like everyone else.

People are looking for a business like yours and for the products and services you offer.

Follow the small business strategies outlined above in the guide. Select a place to start today and apply those newfound skills!

It's time!

Time for you to have a restful sleep knowing your business is thriving.

Time to earn more income.

Time to put all those smashing ideas into place and watch your business grow!

So don't delay—no more excuses.

Your time for success is NOW!