

15

Small Business

Marketing Tips



IGNITE!

MARKETING SOLUTIONS

Hi there! We see you've stumbled on our ebook on 15 Small Business Marketing Tips. As one small business to another, I'd like to take this opportunity to say thank you for reading. We know how difficult it can be to market as a small business and we know that your time and money are your two most precious resources, so we won't waste them. Inside we'll provide what we believe are the top marketing tips and tricks small businesses like yours can use to increase growth and visibility.

At Ignite! Marketing Solutions, we believe in the importance that small businesses bring to the community and pride ourselves on being able to help those businesses grow and thrive. We're not just another marketing agency promising the world: we're a partner and consultant to your business, but more importantly your friend. As friends we promise you this - we will do everything in our power to help you grow in this day and age. We do this by focusing on 5 core spheres: Digital Strategy, Creative, Social, Analytical and Technological. By focusing on these 5 core spheres, our team can bring you best-in-class solutions that will benefit your business and help you stand out from the competition.

If you have any questions regarding what's inside, please feel free to reach out to us at [twilliams@ignitemarketingsolution.com](mailto:twilliams@ignitemarketingsolution.com).

Your's Truly,

Trevor Williams

Founder & Owner | Ignite! Marketing Solutions

P: 1.717.363.0564 | E: [twilliams@ignitemarketingsolution.com](mailto:twilliams@ignitemarketingsolution.com)

[www.ignitemarketingsolutions.co](http://www.ignitemarketingsolutions.co)

# 1.

## Create Amazing and Authentic Content

In today's world, people tend to only have a 3 - 5 second attention span, so you HAVE to capture their attention quickly. The greatest thing though is that, once you have their attention, they want to learn more. Think of it this way: a few minutes ago this ebook captured your attention quickly and now you're reading through it to gain more insight. It's as easy as that!

One thing we can't stress enough however is that there are "rules" to developing content. It's not enough to crank out a brochure or white paper if the content doesn't provide some kick-ass engagement or stress the message you're trying to share. We've provided some of these "rules" below, but to learn more make sure to check out our white paper, "How to Kick-Ass with Your Content Development":

1. Use Visuals! - By using great imagery, you can express certain points and break up the text. This makes it easier for the reader to go through the content. It also allows for you to take your message home with visuals that will remind the reader of your company.

2. Develop Content That is Relevant - Don't publish for the sake of publishing; make sure your content has relevance. When teaching his Digital and Social Media Marketing course at Mercy College, Trevor Williams continually pushes the message to his students that "People have 2 important resources: Time and Money. As marketers, if we waste people's time, we'll never see their money." Our job as marketers is to entice people to buy, but if we waste their time for whatever reason, we'll lose that income.

3. Date and Time of Publishing are Just as Important as the Content Itself - It's not good enough to develop a fantastic piece of content if you aren't getting maximum exposure for it. We highly recommend doing research on the platforms you want to use to market yourself in order to identify the best days and times. Or you can check out our white paper, "Best Times to Promote Your Content", where we've already done the research for you.

## 2.

### Visuals Are Key

When developing your content, make sure to incorporate imagery. Why? This allows you to break up the text so it's not heavy on the reader. It also allows you to grab the attention of the reader quickly and maintain their attention throughout the content. Is this necessary for all content - no. Sometimes the content is geared towards more of a serious crowd and therefore more text is better. For example: with this ebook, the readers (aka you) want to get as much information out of it as possible, so you'll find that it is very text heavy.

How could we incorporate imagery into it then? We'll, we have to promote the content right? In that case, we'll use creative imagery on our social media sites and landing pages on our website to entice individuals to read the white paper.

In your marketing efforts, make sure you identify the best content pieces to incorporate the best imagery with. Also make sure that the imagery you choose is relevant to the content. If your content deserves a laughing cat meme, then use the laughing cat meme! But, if the image should be of a family on the beach, then don't use the laughing cat meme. There's also sites that provide free imagery for your marketing use to keep costs down: we recommend Pexels.com

## 3.

### Become a Savvy Social Networker

What's better than free in regards to your business? Answer - NOTHING! And speaking of free, if you're not using the free social media sites offered to you, you're wasting your marketing efforts! There are a ton of free sites that you can use to create company pages and promote your company/products on without having to spend any money. On the next page we've provided a breakdown of the most common social media sites and their monthly active users, YOUR potential audience.

## Top 20 Global Social Media Sites

Facebook	2.167 Billion Monthly Users
YouTube	1.50 Billion Monthly Users
WhatsApp	1.30 Billion Monthly Users
Facebook Messenger	1.30 Billion Monthly Users
WeChat	980 Million Monthly Users
QQ	843 Million Monthly Users
Instagram	800 Million Monthly Users
Tumblr	794 Million Monthly Users
QZone	568 Million Monthly Users
Sina Weibo	376 Million Monthly Users
Twitter	330 Million Monthly Users
Baidu Tieba	300 Million Monthly Users
Skype	300 Million Monthly Users
LinkedIn	260 Million Monthly Users
Viber	260 Million Monthly Users
Snapchat	255 Million Monthly Users
Reddit	250 Million Monthly Users
LINE	203 Million Monthly Users
Pinterest	200 Million Monthly Users
YY	117 Million Monthly Users

\*All statistics provided by Statista.com. To learn more, visit <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

# Top 15 USA Social Media Sites

Facebook	159.57 Million Monthly Users
Facebook Messenger	103.15 Million Monthly Users
Instagram	101.42 Million Monthly Users
Twitter	75.49 Million Monthly Users
Pinterest	54.25 Million Monthly Users
Snapchat	48.04 Million Monthly Users
Reddit	23.69 Million Monthly Users
Tumblr	22.38 Million Monthly Users
WhatsApp	19.56 Million Monthly Users
Google Hangouts	14.62 Million Monthly Users
Skype	10.14 Million Monthly Users
Tinder	9.31 Million Monthly Users
GroupMe	9.31 Million Monthly Users
Kik	7.83 Million Monthly Users
LINE	3.26 Million Monthly Users

\*All statistics provided by Statista.com. To learn more, visit <https://www.statista.com/statistics/248074/most-popular-us-social-networking-apps-ranked-by-audience/>

By utilizing social media, one is able to get in front of a lot of people very quickly. Please note: this is NOT the same as paid advertising on social media - that'll cost you. But that doesn't have to be expensive either. We discuss paid

advertising on social media in our white paper "Social Media, Simplified".

# 4.

## ADVERTISE!

One problem we always hear from our clients is how it's too expensive to advertise and in the grand scheme of things it really is. We also hear that a lot of our clients are not exactly sure on how to advertise or where to begin. That's alright, it can be scary advertising your small business. A lot of thoughts start running through your head, like how expensive is it going to be? how many people will I reach? what message do I spread? what legalities are behind advertising?

To address all of these questions, we'll make it easy for you: relax. It's okay to feel this way. First, it doesn't have to be expensive to advertise, especially digitally. The digital era has made it easy and inexpensive to get your message in front of the right audience in real time. For example: Google Adwords advertising is a great way to get your ad in front of your consumers easily. In Ignite!'s case, we spend roughly \$90 per month and on average have approximately 1,500 views and 105 clicks to our website. That's a CPI (cost per impression) rate of \$.06 and a CPC (cost per click) rate of \$.86. Then it's up to us to sell to those potential costumers. For social media, Facebook for example, we can spend approximately the same amount and get in front of 3,000 potential consumers with an average monthly click rate of 110. So for \$180 we are getting in front of 4,500 potential clients, which is very inexpensive.

When advertising, however, don't forget traditional methods as well. If you have a store front, make sure you have your logo displayed proudly for everyone passing to see. These are not expensive to get made either! We recommend using either Postupstand.com or Vistaprint.com to order these. If you're not the creative type that's okay! Partner with a firm that's focus is small businesses and have them help you create the perfect graphic piece.

Depending on your product or solution you offer, we'd also recommend pop up signs. These are easily able to be shipped all over for any time you travel for business. Personally, we have 2 printed and ready to go, which was a one time cost of approximately \$300. We've been using them for about a year now and they are a life saver!

Now, one form of advertising that many people think is REALLY expensive are videos. Video marketing has become one of the top channels recently as people's minds typically are able to watch a 10 second video clips without losing interest. We're not saying you need to make a commercial, but some form of video marketing may be necessary. For this, we recommend either A) teaming up with a small business focused Marketing Firm or B) using an app called Ripl. Ripl is an easy to use video making app. It, of course, has it's restrictions, but for a small business it works wonders!



## Customer Referral Programs

This tip really depends on what you are selling, but if it can be done, create a customer referral program! This is a great way to increase engagement with current customers, show them you appreciate them, and have an influx of new potential customers. The best part is; this does not have to be expensive at all! Even by offering \$5 referral programs, one can entice individuals to add up those \$5 rewards.

Consider this, if 1 consumer tells 10 friends and those 10 friends told 10 friends, you're already at 100 new prospects! And say you're able to convert 20 of those 100 to purchase your \$20 product. That's \$100 in rewards you've spent, but \$400 in revenue, netting \$300 in new revenue! Now just imagine if your product or service costs \$100. If you convert 20 people, you've spent \$100 in rewards, but gained \$2,000 in revenue, netting \$1,900.

Again, make sure the reward is worth the value, otherwise consumers won't take the step in referring potential consumers to your business.

# 6.

## Become Involved with the Community

It's always a great idea to link your business with the local community, but thinking of it from a marketing perspective, this is an excellent idea! According to \*Forbes, roughly 82% of consumers actually consider corporate social responsibility when deciding on services and products to purchase. By linking with the community, a small business can increase their company's visibility and brand awareness.

First, research different events that happen within your community, especially if your in a college town. Then, find out ways you can get involved. Perhaps you are able to sponsor portions of the event inexpensively, in return receiving some form of advertising. Or perhaps you organize a community event yourself! There are a ton of ways to get involved that are inexpensive, promote your business and promote a worthy cause.

# 7.

## Increase Your Business's Credibility

Awards and partnerships with credible brands are a sure fire way to promote your small business's credibility. A credible brand is one that's been accepted by the community and is trustworthy in the business world. This could be a local business or even a national brand! Say your business provides a service to Mastercard, you'd want to say that! Mastercard is a credible brand that's known throughout the global marketplace. Or maybe your service has provided solutions to the mayor of your town. Say that! Consumer testimonials, especially those revered by the community, are a great way to increase your business's credibility.

---

\*satic provided by Forbes.com. To learn more, visit <https://www.forbes.com/sites/forbeshumanresourcescouncil/2017/06/08/how-community-involvement-programs-can-grow-your-business/#6a9fcb79421d>

8.

## Spread Your Knowledge

If you're an expert in your field or you've learned a thing or two along the way, publish it. You never know who will read those articles, blog posts, white papers or social media posts. By spreading your knowledge, you're also increasing your business's credibility by showing your target market that you are the right company they want to do business with. Don't think of it as sharing your trade secrets, and by all means if your company is doing something better than the rest DON'T broadcast how you do it, but rather how you came about doing it.

9.

## Email Marketing is Not Dead

If you think email marketing is dead, think again. In fact, according to \*Constant Contact, by the year 2020 email usage will be at a staggering 3 billion people. That's a huge potential audience for any small business, even having a very small percentage of that included in your target audience. Plus, email marketing is a very cost effective way to keep in contact with your consumer audience.

Remember: even if you begin launching email marketing tactics, you don't want to spam your audience with a constant stream of emails. This tends to make people unsubscribe from your email marketing lists. You want to make sure you're only sending relevant content to relevant lists. This does mean you need to take the time and sub-segment your marketing lists according to whatever variables you think best.

If that hasn't persuaded you yet, think of this. According to \*Constant Contact, marketers and small businesses who use email marketing tactics effectively see, on average,

---

\*statistics provided by Constant Contact. To learn more, visit <https://blogs.constantcontact.com/email-marketing-stats/#>

ROI (return on investment) of \$38 per \$1 spent on email marketing. Even further, 80% of marketing professionals said email marketing drives customer acquisition and retention. This all makes sense because of one reason: people are moving towards mobile usage at quite a high frequency. Individuals are more likely to interact with any brand via their mobile device, including emails. Think about it: most working professionals tend to check their emails at multiple times during the day - before work, after work, during lunch breaks, when they wake up in the morning and when they go to bed at night. To learn more about the best days and times to explore email marketing, read our "Best Times to Promote Your Content" white paper.

10.

## Understand Your Target Market

Understanding your target market is probably the single most important aspect your marketing team has got to have nailed down before moving forward. For small businesses, this is the single most important thing for your business, period. If you understand your target audience you'll be able to market to them more effectively.

Sub-segmentation is important. If you don't know what that means, think of it this way: not all of your consumers are the same person. They all like different things, think different thoughts and feel different emotions. We as marketers have to use that information to our advantage. A few categories to keep in mind are as follows:

- Previous/Returning customers
- Previous purchasing habits
- Sites visited/large amount of time spent on
- Purchase order amounts
- Geographic location

# 11.

## Marketing Automation Helps

When we talk marketing automation, we want to make sure you understand what it means. For a small business, this can really be anything used to help speed up your marketing process. Now, if you're doing a large enough volume of business to support it, there are a few great CRM/Marketing Automation platforms that cost only a couple hundred dollars for a world of support. This support includes email marketing automation, keyword automation for SEO (search engine optimization), ad retargeting, social media posting/monitoring, etc. These one-and-done platforms will save any small business time and money.

If you're not able to afford one of these platforms, don't worry, there are solutions to this as well. First, identify a social media management platform. Platforms like Hootsuite allow the users to link up to 3 social media accounts free. For \$20/month, you can link up to 10 social media sites. Second, look at some email marketing platforms. These will help you by providing free templates and a certain limit of emails sent. For example, Mailchimp is a free platform that provides several free marketing templates that small businesses can use. They also allow small businesses to send emails up to 2,000 contacts, free of charge. Third, consider partnering with Google, who offers a wide variety of "apps" that can help any small business, including Google Adwords Express, Google Keyword Planner, Google Business, etc.

# 12.

## Networking, Networking, Networking

It is key to create everlasting relationships and friendships in the business world to continue growth and prosperity. These relationships can be leveraged for future business opportunities. This is also an easy way to spread the word about your business.

So the question then becomes where? Anywhere your

industry is of course! If in your local community, you can network at chamber of commerce events or highly attended social events (sports events, charitable events, etc.). We would also recommend looking into industry conferences that you can attend. These can become costly, so choose wisely. If you do attend these though, make sure you have a clear plan of attack. You want to go into the conference knowing what potential customers are attending as well as what competition is attending.

13.

## Don't Forget Your Digital Marketing

Digital Marketing is a very broad term, especially if marketing isn't quite your forte. This does include social media marketing, but we've already mentioned that before. This also includes email marketing, but again we've discussed this. For this tip, we're going to focus on the measurable aspect of digital marketing. We know that digital marketing is an important key in this day and age, but the tricky part can be correlating your digital marketing efforts to important KPI's (key performance indicators). Some of these include cost per click, click through rates, scroll rates, ROI, etc. A great tool of measuring these metrics is Google Analytics. By connecting the HTML code for your Google Analytics account (don't worry, it's easier than you think) to your website, you can start to see what these metrics indicate. Of course our goal is simple; to keep the expense percentage as low as possible in regards to revenue earned.

Social media platforms also provide analytical aspects that help you gauge how your digital marketing efforts are doing. Facebook has a great analytical platform for monitoring your Facebook and Instagram accounts. These track many aspects such as engagement levels, cost per click, organic vs. paid results, cost per impression, etc. To ensure you are getting the most out of your marketing dollars, make sure you understand how to track this or partner with a local firm who can not only help you manage these, but educate you as well.

14.

## Search Engine Optimization Isn't Scary

A lot of small businesses become a little hesitant when it comes to search engine optimization. At first, it may seem a little intimidating, but it's actually pretty easy to do. Basically, search engine optimization is about optimizing your content, along with the sites it's located on, by including keywords you've pre-researched that will help your content appear at the top of search engines.

There are many platforms one can use to research their industries best keywords, including Google Keyword Planner and SEMrush. Keywords are those words or phrases that most individuals search for when they are looking for the specific content you're showcasing. These platforms will allow you to see how many monthly people search for those words or phrases, how much those phrases cost, and any ads/websites that are using and successful with those keywords.

15.

## Don't Be Afraid to Try

Try, try, try! It's okay to take risks with your marketing, ultimately you don't know what will work for our specific business unless you try it. Make sure you do your research and have a solid, thought out plan. Afterwards, dive in and give it your best shot! And don't be afraid to ask for help; that's why we're here!

Thanks for reading! If you have any questions please feel free to reach out to us at [twilliams@ignitemarketingsolution.com](mailto:twilliams@ignitemarketingsolution.com).

Please note: these tips are opinions solely from Ignite! Marketing Solutions's perspective. These do not represent the opinions of the entire marketing industry.

All of the opinions inside are the sole property of Ignite! Marketing Solutions. All statistics included are the sole property of the company affiliated with them, as indicated in the footer section of the appropriate pages.

# Contact Us

P: 1.717.363.0564

E: [twilliams@ignitemarketingsolutions.com](mailto:twilliams@ignitemarketingsolutions.com)

[www.ignitemarketingsolutions.co](http://www.ignitemarketingsolutions.co)