

COMMON BUSINESS MARKETING STRUGGLES AND HOW TO OVERCOME THEM

LACK OF RESOURCES

Small businesses typically have limited budgets and staff, which can make it difficult to invest in marketing.

- Focus on your most effective channels.
- Automate your marketing tasks.
- Outsource your marketing.

NO MARKETING PLAN

Without a marketing plan you don't have clear and defined goals, strategies or timelines.

Create a plan that includes where you are, your goals, strategies and tactics, budget, a timeline and how you'll measure success.

CHOOSING THE RIGHT MARKETING CHANNELS

With so many different marketing channels, it's easy to think you need to be on all of them or have no idea where to focus your marketing.

The best channels are the ones your target audience is using. Understand your audience and where they get information.

CREATING EFFECTIVE CONTENT

It can be difficult to know what kind of content to create and what will connect with your audience.

Show that you understand the audience's pain points, be clear and concise, and lots of visuals. Remember, its about value, not self promotion.

MEASURING RESULTS

If you don't know what to track or aren't tracking results, you'll never know what is working and what isn't.

Choose the right metrics for the right channels. Email open/click rates, website views, social media engagement, etc., and track results.