

## 10 tips to help you market your small business successfully



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### **Set your marketing strategy**

Knowing the *why* behind your marketing efforts is essential. To develop an effective strategy, identify your ideal customers and determine your business objectives.

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### **Align your tactics with your strategy**

Tactics are an action plan that helps you achieve your strategy. If your strategy involves growing brand awareness, reengaging current customers, or generating more leads, your tactics are the individual steps that will get you there.

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### **Choose the right channels**

There are an almost unlimited number of channels you can use in your marketing efforts. Some of these are digital (online) and some are traditional (offline). To select the most effective channels, consider what channels your customers prefer or frequent and focus there.

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### **Invest in multi-channel marketing tools**

Customers rarely only use a single channel to connect with businesses. Being present on multiple channels allows customers to use the channels they prefer, and gives your business more opportunities to reach customers throughout the customer journey.

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### **Generate more leads**

You can use inbound tactics such as content marketing, organic search and social media to generate leads or outbound tactics, such as cold calling, direct mail, and paid ads to find new customers. Often, a mix of both inbound and outbound strategies is best for small to midsize businesses.

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### Deploy a mix of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) tactics

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### Show up on social media

Social media can be a powerful way to connect with customers and generate leads. Use organic social media to cultivate an audience over time through brand awareness and engagement and use paid to get immediate results, such as increased impressions and reach. The top social media channels for small and midsize businesses are:



Facebook



Instagram



LinkedIn



Twitter



YouTube

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### Invest in other key marketing tactics

Beyond what we've already discussed, there are a couple of other marketing tactics that are often highly effective for small to midsize businesses. These include:



Website



Email marketing



Content marketing



Event marketing

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### Stretch your marketing budget further

Budget is always a concern for small businesses, but there are many low-cost marketing strategies that pay big dividends. By keeping your eyes open for opportunities like blog exchanges and customer referral programs, you can find free options that help build brand awareness and generate new leads.

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### Track leads and measure your marketing performance

To know whether you're realizing a strong ROI on your marketing efforts, it's important to identify key performance indicators, such as customer acquisition costs, website traffic, or leads generated. In addition, using a unified business communication center can help you to better capture, track, qualify and nurture leads.

For a more in-depth look at how to develop your marketing strategy and deploy the tactics discussed above, check out [The complete guide to small business marketing and advertising for 2022.](#)

