

15 Highly Effective

SMALL BUSINESS MARKETING IDEAS

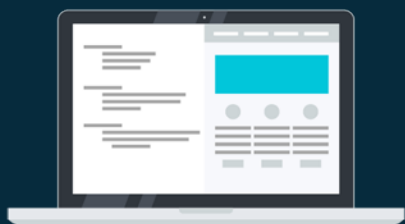
With so much information online about marketing your business, **it's almost impossible to know where to start**. The problem is, each strategy sounds great so **you don't actually know where to focus your attention**.

Fortunately for you, you've downloaded this cheatsheet. Here I'll show you the **15 most effective small business marketing strategies that you should be focusing on**. Let's get started!

STRATEGY #1

Get a website.

- Choose website building platform like Wordpress or Shopify depending on your needs
- Choose your website address
- Set up and customize your site



STRATEGY #2

Get listed online.



- Go to <https://moz.com/local>
- Enter your business data
- Push your listing to listing aggregators like Google and Yelp
- The search engines find your location information, and new customers can find you!

STRATEGY #3

Leverage 3rd-party audiences.

- Identify influential people in your niche who have a large online following
- Build relationships with those people by becoming engaged in their online community
- When appropriate, share your content/products with them to get expert reviews, guest posts, social amplification, access to more potential customers, etc.



STRATEGY #5

Get free traffic with "skyscraper" content.

- Find link-worthy content online
- Create something even better
- Reach out and share it with the right people



Learn how here: <http://backlinko.com/skyscraper-technique>

STRATEGY #4

Use 2-sided referrals.



- Sign up for [ReferralCandy](#)
- Choose reward for the referrers
- Choose reward for their friends
- Launch campaign

STRATEGY #6

Use Facebook ads to pinpoint your target audience.

- Sign up for a Facebook ad account
- Create "custom" and "lookalike" audiences with your email lists and the Facebook Pixel
- Run highly targeted ads for your different Facebook ad audiences
- A/B test like a madman and make improvements to campaigns



STRATEGY #7

Create content mapped to your unique buyer journey.

- Clearly define the Awareness, Evaluation and Decision stages in your buyer journey
- Create a single piece of content that gets people to say "Yes!" at each stage



STRATEGY #8

Use webinars to convert cold traffic.

- Choose a webinar hosting tool
- Choose your topic and outline the content and pitch
- Use Facebook ads and your audience to get attendees
- Host and record the webinar
- Reuse the webinar replay to continue generating leads and sales into the future



STRATEGY #9

Build your email list fast with content upgrades.



- Find a high-traffic page on your site or blog
- Identify a resource that would make that page/content better
- Create that resource
- Add the resource to your site
- Get more email subscribers

STRATEGY #10

Automate your lead nurturing process.



- Choose an email automation tool
- Write at least 4 emails that give new leads a ton of value
- At the end of the email series, pitch them an offer relevant to what they originally opted-in for

STRATEGY #11

Use social proof.

- Identify your best testimonials, expert reviews, impressive numbers, awards, etc
- Use that “proof” in your marketing campaigns to persuade shoppers
- Continuously find ways to make it easy for customers to share their story

STRATEGY #13

Use retargeting ads.



- Use Facebook and/or AdRoll to create your ads
- Install tracking code
- Create enticing ads that make people want to come back to your site
- Make improvements

STRATEGY #15

Use analytics to maximize ROI.

- Add Google Analytics to your site
- Check KPIs on a regular basis
- Use data to make more informed business decisions



STRATEGY #12

Offer a “tripwire”.



- Repackage parts of your core offer to deliver value and “tease” what else is in store for customers
- Introduce buys to your core offer
- Maximize the number of customers you get who are more likely to buy from you in the future

STRATEGY #14

Automate post-purchase followups.



- Write emails that build excitement for their purchase
- Write emails that ask for feedback, testimonials and UGC
- Write emails that introduce upsells and cross-sells to increase customer lifetime value
- Write emails that add value to their purchase and delight customers