# "Wait, How Do I Market This?" How to Start Marketing as a Small Business

# **Seminar Workbook**

Take these exercises back to the office and put them to work — today.

**The Example 2** Since the second of the seco

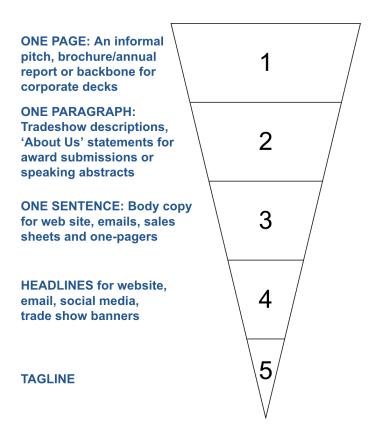
Jnde	erstand who your ideal customers are and what they need			
1.	<b>Describe your target customer—be as specific as possible.</b> (Busy moms, executive communications managers, startup founders). They should be people, in certain roles and facing certain challenges, who will love what you provide, won't mind your shortcomings, and aren't being served by other firms or brands.			
Now 1	take an even closer look at this customer:			
2.	What do they want, both immediately and longer term?			
3.	What's keeping them from getting what they want?			
4.	What options do they have to choose from?			

5. How do they make decis	sions?			
6. How do they share and	learn information?			
Know your brand  Define your unique value proposition and brand identity				
Write a brand positioning st	atement			
To		is the _	frame of reference	
	ː			
	1-2 unique b	enefits		

Parts of the positioning statement, defined:

- **Target Customer**: Who you're for. The specific group of people or businesses you're aiming to serve those most likely to benefit from your offering.
- **Brand**: Who you are. The name of your product, service, or company the entity delivering the value.
- **Frame of Reference**: What kind of thing your service/product is. The category or market you operate in; helps people mentally "file" what you offer by comparing it to familiar options.
- Point(s) of Difference (Key Benefits): Why you're different. The unique value, attributes, or outcomes your brand provides that set it apart from competitors.

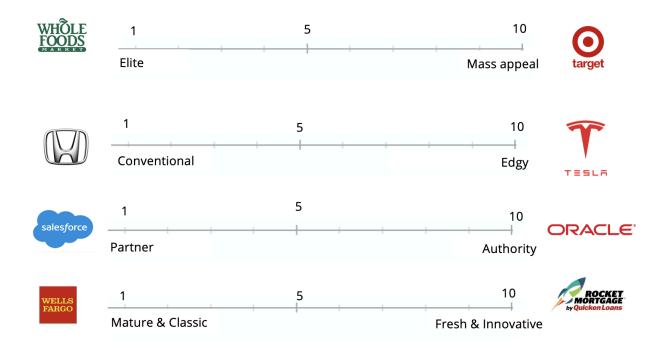
## Building on positioning: the messaging pyramid



# **Brand Personality**

Which brand archetype most closely fits your brand? (See separate handout for Archetype Tool)

Where does your brand fall on the personality scales on the next page?



# Contact Information

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#### **Core Services:**

- Corporate and Brand Storytelling and Messaging
- Speechwriting and Presentation Development
- Speaker Coaching
- Thought Leadership (blog posts, articles, white papers)



Reach and engage your target audience

## Step 1: Answer These 3 Questions

- 1. What do we want to promote right now? (Service, product, event, or brand?)
- 2. Who are you trying to reach? (Be specific: e.g., busy moms, young professionals, local foodies)
- 3. Which 2 channels will help you reach them fastest?

#### Pick 2 from these:

- Social Media
- Website
- Flyers
- Tabling
- Events
- Word-of-Mouth

## Try These This Week

- Update your social bio to clearly state what you offer + a link (Linktree, landing page, booking form).
- Print a one-sheet flyer with a QR code to your most important action (buy, sign up, learn more).
- Set up a free email sign-up form (Mailchimp, Constant Contact, or Google Form) use it at your next event, or link it in your social media bio.
- Make one business connection this week drop off your card, share their post, or offer a bundled deal.

# "The Visibility Audit" — 5-Minute Brand Check

Purpose: A fast way to assess brand presence and spot quick wins.

### **V** Social Media Presence

- Profile photo and bio are current and clear
- Links in bio (Linktree, website, or booking page)
- Last post was within the past 7 days
- Brand colors, voice, and content are consistent

### Website Basics

Homepage clearly says who you are and what you offer

- There's a clear "Call to Action" (buy, book, contact)
- Loads properly on mobile
- · Contact info is easy to find

## In-Person Visibility

- Do I have updated business cards/flyers?
- Am I scheduled to attend or table at any events this month?
- Have I asked for referrals or testimonials in the past 30 days?

### **X** Quick Win Challenge:

Circle 1 item from the checklist above that you can fix or improve this week. Write it down. Do it. Measure the result.

## Takeaway Tip: The 3-Post Power Plan

"If you're overwhelmed by content, start with just 3 posts."

Here's a plug-and-play social content formula they can use every week — even if they're short on time, budget, or ideas:

## ★ The 3-Post Power Plan:

- 1. A Value Post (Build Trust)
  - Share a tip, how-to, FAQ, or insight that helps your audience solve a problem.

Example: "3 quick ways to prep your home before staging for sale."

- 2. Behind-the-Scenes Post (Build Connection)
  - Show your process, your team, your workspace, or a day-in-the-life moment.

Example: "Sneak peek at the wine list we're curating for this weekend's tasting."

3. @ Call-to-Action Post (Drive Engagement or Sales)

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Invite them to take an action — book a call, visit your website, attend an event, or join your email list.
 Example: "We've got 5 spots left for our branding workshop — grab yours today!"

#### Why It Works:

- It's simple and sustainable
- It mixes education, personality, and promotion
- 🔽 It trains your audience to expect value from your brand

## Resources to explore:

#### **Marketing & Automation Tools**

- HubSpot A powerful CRM and inbound marketing platform used for email campaigns, lead tracking, and customer relationship management. Great certification programs for marketing, social media and more.
- **Mailchimp** A user-friendly email marketing tool great for newsletters, automation, and audience segmentation.
- **Constant Contact** An email marketing solution ideal for small businesses, offering templates, event promotion, and analytics.
- Marketo An advanced marketing automation platform by Adobe, used for lead management, email nurturing, and complex campaign workflows.

#### **Website Platforms**

- **WordPress** A highly customizable, open-source CMS for building dynamic, professional websites and blogs.
- **Wix** A drag-and-drop website builder ideal for quickly launching visually appealing, mobile-friendly sites.

#### **Social Media Platforms**

- **Instagram** A visual-centric platform perfect for brand storytelling, reels, and community engagement.
- **Facebook** A versatile platform for community building, events, ads, and content distribution.
- **LinkedIn** A professional networking site used for B2B marketing, thought leadership, and recruiting.
- **TikTok** A fast-growing short-form video platform great for authentic, creative content that reaches wide audiences.

## Contact Information

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#### **Core Services:**

Marketing Consulting - Strategy, campaigns, and content ecosystems

**Event Management** – Logistics, execution, & ROI-focused reporting

Social Media & Digital – Engaging content and platform-specific growth