



The Top 10 Essentials Guide to Marketing Your Business

1. Determine what **sets you apart** from your competition.

Once you have determined what you want to be known for, make sure to incorporate those points into every advertising method. You need to consider your website, online profiles, social media, and print advertising.
2. **Add testimonials** to your website, emails and social media posts.

Include a plan to capture testimonials on a regular basis.
3. Create a **social media strategy**.

Be sure to plan posts ahead of time, use the schedule an event function as well as assign someone to respond to questions quickly.
4. Make sure you **have a clear call to action** listed on your website. A call to action is the next step you want your prospect to take after visiting your website. Quite often, the call to action is not "purchase." It may be learn more, schedule a call, get a quote, etc.

You will also need to make sure all contact information is clearly posted at the top of your webpage. Your email and phone number should be quick and easy to find.
5. Consider adding a **live chat option** to help with customer service and questions. Olark is a good one to check out and very affordable.
6. **Schedule a photo shoot** for your business.

A picture is worth a thousand words and can go a long way in marketing your company. Photos are not too expensive and can be used in every advertising campaign you run for the next couple of years. Most likely, you have a past or current customer that is a photographer you could use this as a networking opportunity.
7. **Install the free Yoast plug-in** on your website. This is a free search engine optimization tool that will walk you through key steps needed in order to make your site more Internet friendly.
8. Make sure all advertising efforts include a **consistent message**. Consistent messaging helps tremendously with branding and purchasing.
9. Create **separate webpages** for each primary service you offer. Separate pages will allow you to apply more advanced marketing techniques such as Facebook advertising down the road.



10. Start using **Google Analytics**. This is a free tool to set up that gives you important information on the performance of your website. You can start with monitoring the traffic on each webpage and continue to add content to those pages receiving the most visits.

These are just a few quick strategies but there are many more out there. We have barely scratched the surface. Keep an eye on your inbox for more suggestions on ramping up your company's marketing!