



MARKETING 101 FOR THE SMALL BUSINESS OWNER



DIGITAL

- Make sure your web domain is easy to find and remember.
- **Best practices tip:** make sure at the minimum, that you have your contact information, hours, and a short description of your business on the homepage – front and center! Top right corner is a great place to have this information.
- Set up a (FREE) Google Analytics account to analyze your web traffic, where your referrals are coming from, and the behavior of visitors to your site.
- Keep your web content fresh and up to date.
- Overwhelmed by the thought of website management? Create a daily and weekly checklist:

Daily checklist:

- ✓ Set your business website as your homepage. This allows you to check it at least once per day to note any error messages, loading issues, etc.

Weekly checklist:

- ✓ Set aside a time to check your Google Analytics once a week. Address any problems.
- ✓ Do you have updated content to add? New photos, news articles, social media or blog posts, etc.? Refresh your website as often as you're able and when it makes sense.



PUBLIC RELATIONS

Press Releases

- Provide basic information in press releases.
- **Best practices tip:** journalists are busy. Make sure your press release is well-written and proof read. Journalists love press releases that they can copy and paste.
- **Best practices tip:** send press releases in the body of an email, not as an attachment.

Radio and Television Interviews

- Wear basic colors and a crisp top. It is best to steer clear of white as it will wash you out.
- Talk directly to the interviewer, not the camera.
- Stand up straight and speak clearly. Focus on speaking slowly.
- Remember that whatever you say will be edited so try to consciously speak in soundbites. This takes practice and time to perfect. But in the meantime, focus on key points you need/want to get across and deliver them in simple, straightforward language.
- It helps to know what questions the interviewer will ask you. Sometimes they will provide them to you in advance – ask.
- Lay out any key bullet points on a piece of paper and refer to them before the interview and during breaks (if a live shot) so you don't leave out any key pieces of your message.



SOCIAL MEDIA

Facebook

- Posting on Facebook early in the morning 7am-9am and mid-afternoon 1pm-4pm, Monday-Thursday typically sees the most traffic. Posts at 3pm on Wednesdays tend to generate the highest average click through.
- These are good general rules, but Facebook will be different for each business. Look into your insights to learn about your traffic and post at the times when its best for your business/organization.
- **Best practices note:** Photos generate higher engagement. They receive 53% more likes and 104% more comments than text-only posts.
- Focus on quality engagement, not quantity of followers. It is better to have a smaller audience, that regularly likes and shares your posts, than to have a large audience with little liking/sharing.
- Overwhelmed by the thought of Facebook? Why not break it down to a daily checklist and weekly checklist:

Daily checklist:

- ✓ Post on Facebook at least once a day. Make sure your posts are content-rich. Provide links for more information where appropriate.
- ✓ Check out your newsfeed to see what your competitors and colleagues are doing.

Weekly checklist:

- ✓ View your insights to track post successes. Pay close attention to what posts garner the most traffic. What time was the post published? What type of post was it? Use these insights to tailor future post content and timing.

Twitter

- 140-character maximum. Use tools like Bitly to shorten links.
- Hashtags – learn to love and use them! A few common ones include #flashbackfriday, #throwbackthursday, #followfriday, and #winewednesday.
- **Best practices tip:** Use free tools such as Tweet Deck to manage Twitter. Using Tweet Deck you can follow hashtags and follow conversations.
- Remember that Twitter is an online conversation, best time to post is 9am-3pm Monday-Thursdays. If you're going to be on Twitter, be sure you're available and responsive to dialogue.
- Follow similar and complementary businesses, as well as experts in your field. Be sure to respond to their Tweets and retweet useful information. This will help gain followers and leverage your traffic.

Instagram

- Use Instagram if you have visually-appealing content to share (outdoor attractions, restaurants, wedding venues, graphic designers, etc.)
- Only available as an app on smart phones. No desktop version.
- **Best practices tip:** Use the filters creatively. Pay attention when taking photos, you'll have to crop them. Pay attention when taking videos, you'll have to trim them to 15 seconds.

Pinterest

- Think of Pinterest as a digital bulletin board.
- It's all about images, infographics, and "life hacks" – usable, easily shared/consumed information.
- **Best practices tip:** Saturday mornings are the best time to share information on Pinterest. Users are checking out home organization, life hacks, delicious recipes, and dream purchases/trips.
- Think Pinterest isn't for your business? Think again. More of the site's users engage with brands and retailers than Facebook's.

Blogging

- Blogs are a great way to tell stories, share helpful/interesting information, and further communicate your business message (brand) to your consumers/customers.
- **Best practices tip:** use a free platform such as Word Press to test out blogging. Only purchase a domain if it makes sense.
- Repurpose blog content. Share it on Facebook, post it on our website.

Google+

- In the least, you should set up a Gmail account and claim your businesses Google Plus listing. It is as simple as searching "Google Plus {insert name of business}". Then you can simply follow the links to claim your listing. Here you can update your business information, hours, etc.
- Google+ communities can be created by fans or brands and organizations as a forum to discuss the things they enjoy. Use communities to start conversations around specific hobbies, interests, particular groups, or organizations. Create a page manage your business, product, brand, or organizations' online presence with Google.