

Just started a new business or are revamping, . . . now what?



Complete a one page business plan if you don't have one. (Establish goals, who is your ideal client and how much you can spent on marketing/advertising). Complete the one page plan every 3, 6 or 12 months to stay focused and on track with what's working and what not.

If you don't have a logo or need a fresh look, have one designed. Next, get a business card designed and printed, website set up and social media business pages created. Keep the same branding (colors, fonts and look and feel) on all marketing.

Create a marketing calendar. Create a calendar (3-6 months) for networking or sales, client events, social media posts, website edits and online and/or print advertising.

Keep consistency, create a schedule and set and review goals to stay on track!

Not sure what to say on your business social media pages?



5 Ideas For Social Media Posts

1. Events, awards or business news and celebrations (let your customers in on the company's good news, fun and personality to give a more personal feel so they can connect).
2. News, videos, featured or promotion on product or services but showcase in a fun way that shows the viewer the benefit but is not salesy.
3. Contests or giveaways to get followers, likes or subscribers
4. Holiday posts, free tips or resources or request for feedback
5. Share your company blog posts or outside website or social industry news

Lessons I have learned, . . .

Everyone is good at something or in most cases, multiple things. Share what you are good at to fulfill a need for others in a kind, thoughtful way and everyone will prosper as a result.

Yes, it is good to live in the present but make sure to visualize what your ideal business goals are and what end result you desire, i.e. how much money will you make and how much and how hard will you have to work to achieve that goal? Then make sure it is in line with your personal and family goals to maintain a healthy quality of life. Money can't bring you happiness and you don't want to miss out on living because you are always chasing after a buck.

Outsource what you are not good at and focus on what you are good at so you can get great at it and success is sure to come!

Business Marketing Do's & Don'ts

-  **Do collect email addresses from all clients and potential clients.** This will allow you to communicate with them and share information with email marketing campaigns. You will be happy you did later even if you don't have plans to do anything now!
-  **Do think about the end user when creating all marketing materials, social and website content.** Yes, we get that you know your stuff, but if you can capture your audiences attention with what they need and how you can help make their life better or easier everyone will win.
-  **Don't try to sell to everyone. It just doesn't work.** You need to pick a specific target audience, define their needs and speak directly to them to be most effective. Don't be foolish to think that everyone is your client when creating content, your marketing message will be too vague and not connect with anyone.
-  **Don't lose focus.** If you have a business plan with your business goals set, your ideal client established and a plan of action to connect with clients stay focused, keep your eyes and ears open to what clients are saying and track your results. This focus will allow you to tweak your marketing strategies or more importantly, show what is working so you can allocate your resources most effectively.