

# ***Six Marketing Strategies for Every Small Business***

A Publication of  
True Catalyst Agency, LLC

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Today, the most effective marketing channels are online; and as a small business you have plenty of different options to choose from. We'll cover six of the most common strategies many small businesses are using today to grow and reach new customers.



# 1 – Website Design



Once upon a time, when you needed to find a business or service you let your fingers do the walking through the yellow pages of your local phone book. Those days are long gone and today people rely on the Internet to find local businesses to help them with their every want and need. That's why the #1 marketing strategy is to not only have a website, but one that looks good. Having a great website that's clean, clear, concise and easy to navigate is critical to making a good first impression to potential new customer. And you know what they say about first impressions. According to a recent study by [Deloitte](#), 75% of consumers judge a company's credibility based on the company's web design and 46% will leave immediately if it's not clear what the company does.



## 2 – Search



Search Engine Marketing comes in two flavors, Search Engine Optimization and Paid Search. You may have heard of Search Engine Optimization, also known as SEO Marketing, and you may have wondered if it really matters. When searching online, only 25% of people ever look beyond page one, according to [HubSpot](#). That means if you're not on page one, a lot of people are missing out on you and your business. And then there's Paid Search, sometimes called Pay-Per-Click (or PPC) Marketing. PPC marketing allows you to more directly target potential customers online. These ads appear along with natural search results at the top of the search results page and you only pay if someone clicks on your ads. You can even target locally, making this an affordable way to reach local search traffic.



# 3 – Social Media



If you take nothing away from this eBook take this...98% of digital consumers are using social media and they spend an average of two hour and twenty-two minutes per day, according to [GlobalWebIndex](#). By building a presence in social media, promoting not only what you do, but more importantly why you do it, you can connect with your local market where they spend most of their time...on social media. And, advertising in social media is still one of the most cost-effective ways to promote your business, costing a fraction of what it cost to advertise on television. So go out there and get social!



# 4 – Content



Ever hear the saying “content is king”? Content marketing is the simple idea of sharing original content to attract potential customers to your website. While content can take many forms, creating a blog is a great place to start. By posting interesting and helpful information on your blog every month, you can share your expertise and demonstrate how you can help others with your products or services. The benefit to you is not only a new pipeline of business, but you will also signal to the search engines that your site is attractive and high-quality destination for content...and that helps search engine ranking too. Long live the king!



# 5 – Email



Email, the grandfather of digital marketing, is still one of the most effective ways to keep existing customers engaged, which can lead to repeat and incremental business. By simply capturing their email address and asking for their permission, you can do so much to improve their customer experience and grow your sales at the same time. A best practice is to share helpful tips about the best way to engage in your service and tell them about new or other products and services they may find helpful. Don't sleep on email! According to [Hubspot](#), 99% of consumers check their email every day and 59% of them say that emails influence their purchase decisions.



# 6 – Reviews & Reputation



I don't know about you, but I can't imagine going to a restaurant, taking my puppy to a groomer or making any kind of major purchase without getting recommendations and reading reviews. Online reviews have completely revolutionized the buying process. And according to a [BrightLocal](#) study, 86% of consumers read reviews for local businesses before making a purchase and 57% of consumers won't use a business if it doesn't at least have 4 stars. Asking for reviews and keeping up with your online reputation is critical for businesses everywhere.



We hope this e-book has given you a few ideas to consider and use to grow your business! If you're too busy to put any of these suggestions into play or don't know where to start, contact True Catalyst Agency today by giving us a call at 1-803-298-8151 or [contact us](#) online.

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True Catalyst Agency, LLC is a full-service digital marketing agency. We custom craft marketing solutions for our clients including website design and development, search engine marketing, social media marketing, review and reputation management, email and content marketing. We believe that there's a better way to market your business, let's find it together!