
5 Small Business Marketing Tips

Agency9
a digital marketing company



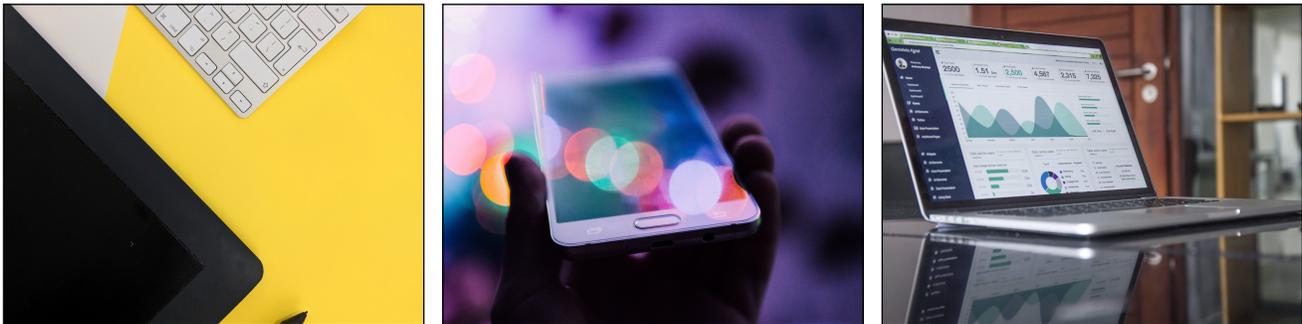
Digital Marketing Works

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Introduction

Companies big and small face challenges finding ways to market their products effectively and on budget.

But for small companies, it's a whole other story. There's a difference between finding the money to support the marketing campaign and just not having it. Here are a few tips you can do pretty cost effectively.



1. Start a Blog

Do you have a blog section on your site? Is it updated?

If you struggle to know what to blog about or how to write effectively, we recommend checking out the books [Youtility](#) by Jay Baer and [Everybody Writes](#) by Ann Handley.

Figure out the right questions you need to get answered. Try the question and answer website [Quora](#), find questions related to your products and services, make that question the title of a blog post, and then answer the question in the blog post. Visitors to your website love this kind of content, and it will do great things for your SEO.

2. Grow your email list

What if you had 1,000 prospective customers who had told you they're interested in what you have to say, so much so that they asked you to send them more information on a regular basis? That's what an email list is, if you grow it the right way.

Make it very easy for people to sign up for your email when they're most likely to do so by putting a sign up field at the end of each of your blog posts. Ask for a minimal amount of information to make it easy for them to sign up. Try a popup from a company like [SumoMe](#) which provides this tool for WordPress sites as well as many others.

I know everyone, hates those popups, but that's probably because they've been used the wrong way. The point is, they work, and they'll work better if you do it in a way that serves your website visitors' interests.

Also consider offering incentives for people to sign up such as access to an info sheet, e-book, discounts, etc.

How often should you send out emails? It depends, but at least once per week seems to do the trick.

3. Start using Facebook ads

Even for B2B companies, [Facebook](#) ads are incredibly effective. You can target your ads to specific audiences by choosing demographics, interests and local areas that match who you're going after.

Here's a Facebook advertising tip from [SurveyMonkey.com](#)

Use your existing customer email list to create a [Facebook Lookalike Audience](#). If you have 1,000 emails from customers who have already purchased your product, you can upload this list to Facebook.

Facebook will figure out which profiles belong to those email addresses, analyze those profiles, and then create an audience of tens or hundreds of thousands of similar people you can target with your ads.

It works so well you'll almost feel like you're doing something wrong. You'll not only see much higher conversion rates from your Facebook ads, but you won't be spending money showing your ads to people who are less likely to become customers.

4. Make videos

Upload your best videos to [YouTube](#). Embed the YouTube videos in related blog posts and share them on your other social media channels.

If you're afraid to get started, watch a few scopes from other people to boost your confidence. Get started on this rapidly growing platform right now and a year from now you'll dominate your niche. [agency9.ca](#) can help you with this.

5. Do Your Research

You may have ideas in terms of what is going to work best for your audience based on past experience with your ads, but taking the time to conduct thorough research and have data to support your actions is important. You may anticipate that your customers will behave a certain way, when in fact they go in a completely different direction. It's essential to be prepared for this ahead of time and use the information



you collect from research to plan your marketing strategy.

Hopefully you'll implement these 5 tips for your small business and start to see some amazing results. You'll learn from each one and quickly realize how easy it is. If you can't focus on all of them, just pick one and get started!