These are the steps for success. There will be plenty of agencies / businesses / marketers who will want you to do it their way. Are they wanting you to fill YOUR wallet or theirs?

Do the basics right. It's going to take some time thinking about it all, but a 90 minute investment now is going to save you hours of wasted marketing and hundreds paying for agencies you don't need.



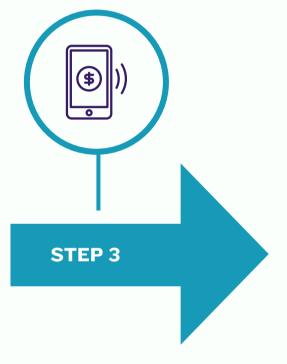
Identifying Your Customer

Really think about where your customer would be. You may not use LinkedIn - will they? Do they search on Facebook? Would they google local businesses? Age? Budget? Location?

Be Where They Are

Just start getting in front of them. Really plan our what platforms you're going to use. You need at least 3 platforms to be in front of them. It can be events, Best Pages, Facebook, etc.





Drive Traffic & Scale

Now you need to know WHAT to put out. Would your audience like tutorials? Behind the scenes? Helpful tips, stats? Leaflets with emergency contact details? Vouchers? Find what's working and do 3x more over the next few weeks.

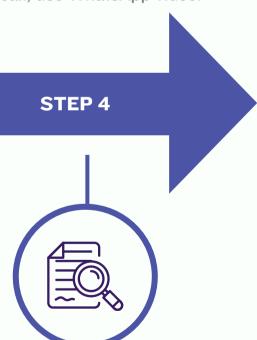
FUNDAMENTAL

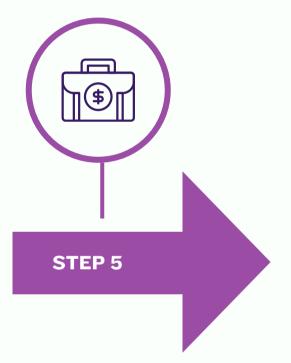
MARKETING STRATEGIES

Follow Up Follow Up

x5 times at least!

No matter the interaction, follow up. Someone comments?
Comment back. Reply to messages as soon as possible and follow up until you know they'll never buy. Call people back, text them if they miss your call, use WhatsApp video.





Ask For Sales Ask For Referrals

Whenever ANYONE buys anything, ask them if anyone they know could also use your services. If someone doesn't buy, ask them if anyone they know could also use your services. Ask for reviews. Tell them you want to be the best, that's why you're asking.

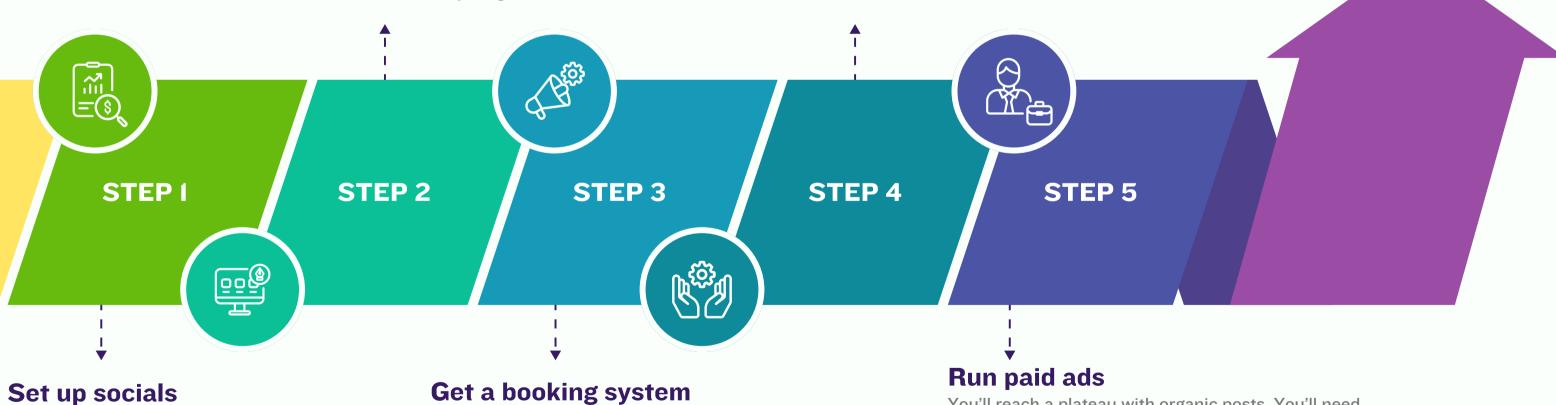
A quick timeline of when you need strategies and when you don't. When to level up your marketing, and what goals to hit before you do.

FUNDAMENTAL MARKETING STRATEGIES

Get a website

Do you need a website straight away? Realistically most business don't. A great website will cost upwards of £700+. Is that an investment hats needed right now? Your socials will cover 75% of what a website would do.

When you do need your site, do it well. Get a booking form, get a lead magnet, make it branded with easy 'contact us' buttons.



Instagram Page - professional account

Facebook business page LinkedIn page (personal or business) Google my business Youtube Channel

Get a booking system

Post A LOT on socials

the scenes, photos of work, reviews,

testimonials, everything.

Post 3x a day. Minimum. Over the next 60

days. Videos, written content, tips, behind

This could be as easy as a WhatsApp Business number. Some way, as easy as possible that prospects can get a quote from you, and you can follow up with them in a systemised way. Online diaries are the next step.

You'll reach a plateau with organic posts. You'll need to start paying for advertising. Facebook ads are a short term win, google ads return better spend yet take longer to work. Both are a great option. Speak to experts to decide which you need. Don't JUST speak to a Facebook Ads company, Speak to someone impartial. They need to be intersted in your results, not your budgets.

WHAT TO DO WITH YOUR SOCIALS

FUNDAMENTAL

MARKETING STRATEGIES



INSTAGRAM BUSINESS PAGE

Create an Instagram account.

Swap to a professional account.

Post images.

Use 3-5 hashtags.

Post >60 second clips.

Use it informally.

At least one story every 24hrs.

DO NOT BUY LIKES.



FACEBOOK BUSINESS PAGE

Create a Facebook Page.

Set up your details.

Post images.

Post >60 second clips.

Use it to engage with audience.

Reply to comments.

Ask for reviews.

At least one story every 24hrs.

DO NOT BUY LIKES.



GOOGLE MY BUSINESS

Create a Google My Business.

Set up your details.

Post client work.

Post >60 second clips.

Ask for reviews.

Update photos every 30 days.



WEBSITE / NEWSLETTER/ BLOG

Make contact details front and centre.
Get testimonials.
Post client work.
Link all your socials to it.
Collect client information.
Change info every month.
This is for credibility and is a cornerstone.



LINKEDIN PERSONAL / BUSINESS PAGE

Share personal wins.
This is the person behind the business.
Build a community by engaging with other business owners.
Share value and insights.
Learn from others.

Post 3 times a week.



YOUTUBE CHANNEL & SHORTS

Your channel is for long content.

'Shorts' is for the same videos you posts to Instagram and Facebook.

Cover long and short form videos and be consistent with posting with at least 2 videos per week.

FUNDAMENTAL

MARKETING STRATEGIES

