

# 5 MARKETING STRATEGIES

FOR SMALL BUSINESSES



## Content Marketing

- Helps establish credibility
- Builds brand recognition
- Delivers your message



## Email Marketing

- Sets up list of potential customers
- Offers means to stay connected
- Provides low-cost, easy marketing



## Networking

- Connect with colleagues, mentors
- Helps build referrals
- Opens the door to opportunities



## Social Media

- Interact with potential customers
- Gives insight into their challenges
- Adds platform for sharing expertise



## Marketing Tools

- Simplifies multiple tasks
- Centralizes campaigns/results
- Taps into broader base for sharing