

# How To Market a Small Business: A Complete Guide

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Small businesses often offer more personalized solutions and attentive service than larger competitors, but they need to first connect with customers. To market a small business effectively, create a targeted strategy that will establish it as a competitor in its market. If you are marketing a small business, there are several approaches.

In this article, we will discuss the best ways to market a small business.

## How to advertise a small business effectively

You can advertise a small business both online and in-person with a diverse approach to your marketing efforts. These steps may help you establish a solid presence in several key areas:

1. Establish your brand.
2. List the business in local directories.
3. Build a webpage.
4. Create a social media presence.
5. Select a marketing strategy.
6. Form local connections.
7. Demonstrate thought leadership.

### 1. Establish your brand

Good branding sets your business apart from competitors and makes it easy for customers to recognize your products. Establish a clear and identifiable brand image that includes a clean logo, distinctive typography and a visually appealing color palette. Use these elements consistently across all your marketing materials and online promotions to create familiarity and establish a clear connection between the company and its brand.

## **2. List the business in local directories**

If the business has a physical location, make sure you list it on local internet directories. Ensure that all the company's essential information is accurate, including the:

- Address
- Operating hours
- Phone number
- Webpage
- Social media links

Certain businesses should include additional information, like restaurants including an online menu.

## **3. Build a webpage**

A webpage is important for any modern business to establish credibility. At a minimum, the company's webpage should include contact information and the products and services it offers. You can add links to any social media pages that you establish for the business so you can cross-promote offerings across different platforms. Creating a blog, sharing videos or establishing an online marketplace will give customers a better experience.

## **4. Create a social media presence**

Social media provides an interactive platform for small businesses to connect with their customers. Create pages on social media platforms so promotions will appear in followers' feeds. Maintain an active presence on these pages, adding new posts frequently and responding promptly to comments, mentions or messages. This gives you a way to interact directly with your customers and gather valuable feedback on your marketing efforts. Most social media websites offer extensive analytics that will help you understand how your page is performing. You can also promote your posts with the built-in advertising options available on many platforms. This offers a simple way for a small business to start with early marketing efforts.

## **5. Select a marketing strategy**

Establish clear goals for your marketing strategy, such as generating more leads, increasing sales for a new product or gaining new social media followers. Measure your progress against these goals to determine which campaigns are most successful. It can take a new business some time to find the most effective approach for its market, so it's important to evaluate how your efforts perform.

Some marketing strategies that you might try include:

- **Email marketing:** Send promotional emails to customers on your mailing list, then track click-throughs and purchases made using exclusive email promotional codes.
- **Event marketing:** Host or participate in a local event to generate brand awareness. During local events, connect with new customers and offer samples or live demonstrations.
- **Free product marketing:** Offer free samples on-site or by mail to give more customers the opportunity to try your products. Giving free samples allows individuals to become accustomed to your product and brand.
- **Content marketing:** Create a series of blog posts on the business's website and social media pages. If visitors learn more about you, they may be more likely to become loyal customers.
- **Mobile marketing:** Create an application or mobile-optimized site that provides value and functionality. Offering an intuitive mobile application can make it simple for customers to access information from anywhere.
- **Direct mail marketing:** Send fliers, letters, catalogs or other printed material to potential customers through the mail. Sending physical materials can make it more likely that customers will remember the brand.

## 6. Form local connections

For a small business, making strong local connections is a valuable part of the marketing process. Find out if your community has a business association that your employer can join. You can also look for networking events available within the industry. Seek partners who can refer customers, such as realtors who might recommend house painting services to new buyers or wedding venues that might partner with a catering company.

You can also seek charitable connections. Find local non-profits with similar values. Consider offering promotions where the business gives a portion of its proceeds to these local organizations. If you form connections with your community, you'll gain visibility for the brand.

## **7. Demonstrate thought leadership**

A thought leader is an individual or group that is an authority on a specific topic. Establish the small business you work for as a thought leader in its area so it can become a valuable resource for its customers. Demonstrate thought leadership through well-written informative posts on the company's blog.

Write an in-depth e-book on a topic that's important to your industry and distribute it for free to new email subscribers. Showing that your company is knowledgeable in its area will give more credibility to its products and services which will help convert new customers.