

MARKETING TIPS

Where should I start?



TARGET AUDIENCE

Before even beginning to write content for a website, know your target audience, and identify what action you want them to take.

- What are their pain points?
- What are they searching for answers to?
- What problem are you solving for them?
- What is important to them?
- How can you help solve their problem?
- What value and benefits do you provide?
- What industry are they in?
- What action do I want them to take?

REACH

Know where your client base is. This can be done in several ways. Talk with current clients who found you already. What has worked so far and what has not? How did they find you and where?

Where are they online? What channels? For example, younger typically are on Tik Tok or Instagram while older is on Facebook or X. Business would be LinkedIn. YouTube and YouTube shorts could be all of the above.



EFFECTIVE CONTENT

Content should be original and not just re-wording what other sites have published. Don't just say what you do, tell your story and why you do what you do!

- What makes your business unique?
- Why should they hire you from others?
- What will they achieve working with you?
- What specifically will you do for them?
- What case studies or stories can you share to prove what you do works? How has it helped others?

BE VISUAL

It is true that a picture is worth 1,000 words. Even better are videos! Showcase your work so people can see you in action! 92% of people will read a review before doing business with someone. So build that trust!

- Get testimonials (video if possible)
- Ask people for reviews and referrals
- Have them share specifically how you helped them, what made the most impact, and what were the results?
- Show yourself in action if possible!



Remember people are searching for an answer to something.
PROVIDE THE MOST HELPFUL ANSWER THROUGH YOUR CONTENT!!