

7 MARKETING STRATEGY



1. Content marketing

Remember: content is the king!
Create informative contents to attract clients.

2. Social media

50% of small businesses in the US rely on social media to engage with clients.



3. Email marketing

93% of B2B companies use email in marketing their products.

4. Websites



Use advertising opportunities on industry-relevant websites to connect with your target audience.



5. Infographics

An infographic helps you educate your clients in a simple yet powerful visual way.



6. Influencer marketing



The concept is to get a person with a strong following that is connected to your target demographic to endorse your products on social media.



7. SMS marketing



SMS marketing has a wider reach with an open rate of 98% compared to other marketing channels.

Chapter 3 Marketing Strategy For Small Business

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