



Marketing Strategy Essentials

A bold, strategic guide to building a strong marketing foundation for your small business.

- **Define your audience clearly.**

Know exactly who you're talking to. Identify your ideal buyer, what they care about, their pain points, and how your business solves their problem better than anyone else.

- **Set 1–3 measurable goals for the next 90 days.**

Short-term goals keep your strategy focused. Choose goals that are realistic, trackable, and directly tied to growth—like increasing website traffic, leads, or conversions.

- **Audit your digital presence.**

Review your website, Google Business Profile, social media, and online reviews. Your digital presence should match your brand, be up to date, and make it easy for customers to take action.

- **Create a simple content plan you can stay consistent with.**

Consistency is more important than perfection. Develop a content rhythm across social media, email, and blogs that you can actually maintain week after week.

- **Review analytics monthly.**

Data doesn't lie. Use analytics to adjust your content, understand what's working, and make smarter decisions that keep your marketing moving forward.