

Your Marketing Strategy

You've got a marketing strategy, but no one's finding your business. Use these easy tips to learn how to get heard in a crowded market.



Conduct thorough research

- ☐ Identify key needs
- ☐ Conduct market research

Find Out what makes you different

- ☐ Monitor your Competition
- ☐ Find our Unique Selling proposition (USP)

Rethink your social media strategy

- ☐ Try new platforms

Choose the right niche

- ☐ Narrow in on your audience
- ☐ Be present On the channels they spend time On

Add value through services

- ☐ Put the customer first
- ☐ Appreciate loyal customers

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