# 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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