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IDEAS FOR YOUR
2023 SMALL
BUSINESS
MARKETING
STRATEGY

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LEVERAGE CUSTOMER USER-GENERATED CONTENT (UGC)

Customers can become your most influential brand ambassadors - without having them on the payroll. When customers feel compelled to share your brand/ product on their own and operated social media channels, this creates an opportunity to share an authentic and trusted voice to influence a purchasing journey for potential customers.

Ways to encourage UGC:

- **ask for it** - encourage your customers to post their purchased products/ experiences with your brand
- **create an easy/ available hashtag** - this allows business owners to track content

FOCUS ON LOCAL SEO

A local SEO (search engine optimization) implementation plan will assist your business become more visible on search engines and improve your local ranking. Businesses with brick-and-mortar locations that are serving a geographic area can make small adjustments to insure they can be easily found by potential customers.

Ways to improve local SEO:

- **create/optimize/claim online directories/ business listings** (ie. [Google Business Profile](#), [Bing Places](#), [Yellow Pages](#), [Yelp](#))
- **encourage customer reviews on business listings and social** (ie. Facebook ratings & reviews)



INVEST IN LEARNING ABOUT YOUR ONLINE AUDIENCE

Understanding your online audience can be the key to marketing your business in the most effective way.

Top ways to learn about your audience:

- **take a deep-dive into [Google Analytics](#)** - track new and returning visitors, understand acquisition channels (how individuals are getting to your site), and explore demographics.
- **Check-in on your [Meta Business Insights](#)** - social and website audiences can differ - explore demographic, engagement, and organic vs. paid trend information on both Facebook and Instagram to inform content creation planning.