THE ACCELERATION PROJECT

Marketing Strategies for Small Business Owners

A . PRE-SESSION QUESTIONS - Think about these 4 questions before your session:

1. Your Business: What do you do and what problem does your product or service solve?

2. Customer Analysis: Who is your typical customer (age, location, needs) and what challenges do they face?

3. Competitor Analysis: Why would someone choose you over your competitors?

4. Brand Identity: What 3 words describe your brand? What makes your business different from others?

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B. ACTION PLAN

Use the prompts below to create a plan to achieve your marketing objectives. You can use one worksheet for each marketing objective.

5. Marketing Objectives: What is the main marketing result you want to achieve in the next 3–6 months? Make sure your Goal is SMART (Specific, Measurable, Achievable, Relevant, and Time-bound)

6. Choose Your Marketing Strategies: Check the top 2–3 strategies you will use to achieve this goal:

Digital:
- ☐ Social Media
- ☐ Google Business Profile
- ☐ Email Marketing
- ☐ Blogging / Content
- ☐ Reviews / Influencers

Traditional / Local:
- ☐ Events & Pop-Ups
- ☐ Partnerships
- ☐ Referral Program
- ☐ Flyers / Local Ads
- ☐ Loyalty Program

7. Marketing Strategies : Complete the table below for each strategy:

Marketing Channel	**Main Purpose *(e.g. Awareness, Conversion)***	**Target Audience Segment**	**What Will You Do on This Channel?**	**How Often? *(Frequency or Timeline)***	**How Will You Measure Success? *(Metrics/KPIs)***

Example:

Marketing Channel	Main Purpose	Target Audience Segment	What Will You Do on This Channel?	How Often?	How Will You Measure Success?
Instagram	Awareness + Engagement	Women, 25-40, health-conscious	Post product photos + testimonials	3x/week	New followers, reach, comments
Google Business Profile	Conversion	Local customers ready to buy	Add photos, post weekly, respond to reviews	Weekly	Calls, directions, profile views
Email Marketing	Retention + Sales	Past customers	Monthly promotions + tips	Monthly	Open rate, click rate, repeat sales

C. BEST PRACTICES

Strategy	Objective	Best Practices
Social Media Using platforms like Instagram, Facebook, TikTok, etc., to create and share content and connect with customers.	• Grow brand awareness • Drive engagement • Increase leads/sales • Build loyalty	• Post consistently • Use high-quality visuals • Engage actively • Use hashtags strategically • Tell stories • Track and adjust • Repurpose content • Add strong Calls To Action
Google Business Profile Free tool to improve local visibility on Google Search and Maps.	• Help customers find your business • Drive local traffic • Improve trust	• Complete and update profile • Add photos • Ask for and respond to reviews • Post regular updates
Content Marketing Sharing valuable content (blogs, videos, emails) to attract and retain	• Attract new customers • Build trust • Show expertise • Stay top-of-mind	• Understand audience needs • Start with one or two content types • Be consistent

Strategy	Objective	Best Practices
customers.		• Repurpose content • Include clear next steps (links, offers)
Influencer Marketing Collaborating with people who have a loyal following to promote your brand.	• Reach new audiences • Build trust through authentic voices • Drive sales or traffic	• Choose influencers aligned with your brand • Allow creative freedom • Clarify compensation
Email Marketing Sending emails to customers with updates, promotions, or tips.	• Build customer loyalty • Promote events or offers • Drive repeat business • Stay top-of-mind	• Use a simple tool (Mailchimp, MailerLite) • Start small, grow your list legally • Be consistent (monthly or biweekly) • Keep emails short and clear • Use strong Calls to Action • Make unsubscribing easy
Online Reviews Encouraging and managing customer reviews on platforms like Google, Yelp, Facebook.	• Build reputation • Increase trust • Influence buying decisions	• Ask happy customers to leave reviews • Make it easy (links/QR codes) • Thank reviewers • Respond to all reviews (positive/negative) • Highlight great reviews in marketing
Partnership Marketing Collaborating with other businesses to share audiences and co-promote.	• Reach new customers • Increase visibility • Reduce costs • Get referrals	• Choose partners with similar customers • Define clear roles • Set shared goals • Keep it simple and review results
Event Marketing Participating in or hosting events to promote your business.	• Engage with current and potential customers • Drive action (sales/sign-ups) • Increase awareness	• Choose relevant events • Be prepared to engage and educate • Collect content during the event (photos, testimonials) • Follow up with attendees

Strategy	Objective	Best Practices
	• Educate and inspire • Generate content	
Customer Loyalty Programs Rewarding repeat customers to encourage continued support.	• Increase repeat sales • Improve retention • Differentiate from competitors • Collect customer data	• Keep it simple • Offer meaningful rewards • Promote it clearly • Track usage (punch cards, apps) • Personalize when possible

D. METRICS AND KPIs

Key Performance Indicators (KPIs) are metrics used to measure progress toward your goals.

Best Practices:

- Set realistic and relevant KPIs that align with your goal. Example: if the goal is to expand the customer base, a KPI could be the "# of customers acquired / month."
- Monitor your key results often to track if your strategies are working

Most used KPIs to track each strategy:

Social Media • Follower growth • Engagement rate • Click-through rate • Leads or sales from social	**Influencer Marketing** • Reach & impressions • Engagement (likes, comments) • Sales or leads from influencer links • New followers	**Partnership Marketing** • New leads/customers • Website traffic from partners • Event attendance (if co-hosted) • Referrals
Google Business Profile • Profile views • Clicks (website, directions, calls) • Review quantity & rating	**Email Marketing** • Open rate • Click-through rate • Unsubscribe rate • List growth	**Event Marketing** • Attendance • Leads captured • Sales during/after event • Social media buzz
Content Marketing • Website traffic • Time on page • Social shares • Leads generated	**Online Reviews** • Number of new reviews • Star rating average • Website traffic from review sites	**Customer Loyalty Programs** • Repeat purchase rate • Program sign-ups • Rewards redemption


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