

EMBRACE YOUR INNER MARKETER

You have already established that there is a lot to do when setting up your business; however a good tool to have is a visual plan to help with your social media / advertising schedule. This can be implemented digitally but a lot of people like to have something they can create visually beforehand. Split out your channels and frequency, that way you can see if there are any gaps / overlap that need to be adjusted.

Here are some considerations before you get to the template on the next page:








- Even before you "get social" or launch your amazing marketing strategy, word of mouth does help super-charge your brand. This tactic is timeless and effective as you get advice and recommendations of people you know and trust.
- Avoid the pressure of having to be everywhere at the same time. It pays to start small, test and learn and make adjustments as you go.
- Review the link in the Getting Started Checklist, to find where your audience hangs out, and focus on who you are trying to reach.
- Traditional marketing (e.g. billboards, TV, newspaper, print) are more static and require a higher minimum investment. So consider the impact of your startup costs and how much you'd need to outlay if you chose this channel. Maybe this is part of your mid-term strategy.
- Digital marketing has a greater reach and comes with a much lower investment (possibly zero if you don't pay for your ads). But it is time consuming if you go out to wide to fast.
- If you can get some help and get it done right from the outset. This might also be a good idea if you are not tech-savvy as you'll end up spending more time (that comes at your personal cost) when you could have outsourced this. There are lots of fantastic creative digital content makers in many regional areas of Australia that I'm sure would love to help you.
- Build a website this is as good as having a bricks and mortar shop front. Your customer can find you and learn all about you and connect.
- Get your social ready and as already suggested start with the best platform that your customer is hanging out on.
- One of the best pieces of advice I have been given by colleagues and friends in the Marketing space is - tell not sell.
- Get to [net]work! Include your personal network into your initial newsletter (with their permission of course).

Questions to ask yourself

1. What is your marketing budget and how to you plan to make it work?
2. What channels are you going to focus on?
3. Can you build in some external support into your startup costs?

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Channel	Suggestions
	<p>LinkedIn works well when you've created a company page + your personal page. Great for sharing articles (written in LinkedIn) and connecting with your industry peers.</p>
	<p>As a creative, I'm a huge fan of Instagram and Threads is a great way to add more conversation to your brand.</p>
	<p>TikTok is not for everyone, but do not miss the value of a huge reach especially if you have great educational material or conversation to share about your brand or product.</p>
	<p>Facebook can be great to building your shop, events and groups (community).</p>
	<p>Keep your e-newsletter (EDM) clean and simple. You want to make sure people actually click through to learn more.</p>
	<p>So many people forget to moderate their website (especially footer info), so build it into your plan.</p>
	<p>Keep your Google Business listing fresh with new images, trading hours especially when there are public holidays or special events.</p>

Channel	Month_____	Month_____	Month_____	Goals for this quarter
