

How small businesses can improve their marketing efforts



Take a look at some of the year ended 2021 Marketing stats. Email marketing had a 4400% ROI. There were over 5 billion social media users around the world. Entrepreneurs with social media got visibility and over 80% customers to their businesses. These are entrepreneurs who advertised on their WhatsApp Status, Twitter and Instagram accounts (Reels), etc. The year closed with a rise of new affiliate marketers and the industry grew by 30%. Social Media Marketing is a business marketing strategy with over 100% ROI.

It all began in 2020 when we saw the rise of E-commerce which was convenient for both sellers and buyers. This led to digital disruptions that brought online marketing into mainstream. 80% of smartphone users conduct and complete purchases from their mobile phones.

Marketing is the soul of any business. Any business not found online is missing out on getting targeted customers. For an industry that grew from 310\$ billion dollars in 2020, getting a profit-driving online presence can be competitive especially for small brands.

If you run a small business and you need to improve your marketing efforts and strategies in 2022, here are five marketing strategies you should try out.

Know your audience and where they are

For instance, If you sell a new mom's product your audience is everywhere across women-only groups on Facebook, fitness groups, DIY groups, mini lifestyle influencers pages, etc. When you know when your audience can be found, your marketing budget will be focused. By this, not only will your business get an insight into the cost-effective strategies that work, your business key marketing metrics will be established.

For a business that sells new Mom's products, video marketing, sponsored Ads, etc are affordable and should be employed.

Content and storytelling is affordable

Content, they say, is King. For a small business with restrictions on budget, prioritizing content will improve your marketing efforts. Sell your brand and not the business. Selling your brand means telling your target audience that you understand what they need. Storytelling is a skill that can be acquired or outsourced. Take free content courses online. Employ the service of an affordable content writer. Visit websites like Upwork and Fiverr to find content writers in your budget.

Update your website and social media

Brands and businesses with active social media accounts are closer to the audience. Active websites and social media accounts tell customers that you are open. It also helps drive traffic for SEO or VSO. Social media accounts and websites will help your business boost Trust. Trust leads to Testimonials and words of mouth which are the most organic customer turnover. Your customers know they can always reach you anytime.



Social Media Selling

From the statistics mentioned earlier, social media selling is one of the 2022 marketing trends to look out for. It has proven successful and cost-effective. People buy when they know the seller directly. Use your WhatsApp status, Twitter, IG, and Facebook to display your product and the service your business renders. If you have friends and families, ask them to share and repost. Small businesses that have a minimum number of salespersons get more sales to turn over when these sales executives refer through their contact lists.

Sponsored Ads

We will not use any parts of this article to discuss how lucrative and expensive the ad industry is for small businesses. Thanks to the social media integrated ads. While influencer marketing might be the biggest turnover marketing strategy, sponsored ads that are usually targeted are better and are more effective. The good part is that they are cheap. Facebook ads are as low as \$1.

Use free marketing tools to drive leads

Small businesses also thrive using free marketing tools. Focus on email marketing. Email marketing is one huge customer funnel for small businesses. Businesses with an email list turn over customers without the need for ads. Many of the free marketing tools available cover graphics designs, content scheduling, etc. It is pertinent that you acknowledge that some services are best outsourced.

The fact that business marketing is now a highly competitive industry. The big businesses you see today started small. Firms like Midland Digital Solutions use cutting edge digital tools and professionals that will aid your small business marketing efforts.