

HOW TO BE YOUR OWN MARKETING AGENCY

*The Three-Part System You Can Use
To Take Your Business to the Next Level*

Marketing is a really important tool business owners can use to grow their business. It can be intimidating and confusing to think about marketing, though –not to mention expensive to hire a firm to market your business for you. The good news is that marketing has never been more accessible than it is now, and the Internet makes it possible for you to be your own marketing agency.

There are three components of a successful online marketing strategy: your website, your social media presence, and your email list. They depend on each other –which means that, in order to get the most out of your online marketing plan, you need all three of these things in place and working for you. Here’s what it takes to make that happen...

01

Website

Your website is the online equivalent of your storefront. Every company needs a website in today’s economy. It doesn’t matter whether you plan to use it to sell products or simply provide information – it’s required. It needs to look great and be easy to use, but when you’re first starting out with online marketing, simple is better.

You’ll use your website to deliver regular, original content – like a blog, a podcast, or a video show – and then post that content to social media and send it to your email list. You’ll also use your website as the central place where people can sign up for your email list. And, having a website means having a place to point people back to when they click on an ad (when you’re ready to run ads for your business).

- BUY A DOMAIN NAME
- SET UP HOSTING FOR THE DOMAIN
- INSTALL WORDPRESS
- BUILD A WEBSITE
- CREATE ORIGINAL CONTENT CONSISTENTLY

02

Social Media

Social media lets you connect with your current and future customers where they're at. Most people won't casually drop by your website just to see what's new — but they will hang out on social media (statistics show most people use social media every day). There are lots of social media sites, of course, but the one most people use is Facebook. So start there. Set up a Facebook business page (*not* a personal page in the name of your business). You might also find it useful to set up accounts on Twitter, Instagram, Pinterest, YouTube, and more.

You'll use your social media presence to build relationships with your people. You'll also use it to deliver content from your website and to encourage them to sign up for your email list. When you're ready, you can also run ads on social media.

- SET UP A FACEBOOK BUSINESS PAGE
- CREATE ADDITIONAL SOCIAL MEDIA ACCOUNTS AS DESIRED
- POST REGULARLY
- INTERACT WITH YOUR PEOPLE REGULARLY

03

Email

Many businesses find that the list they keep of their customers' email addresses is one of their most valuable assets. If you have a product you can sell online, you can use your email list to point your customers to your online store. If you sell your products in a brick-and-mortar store, you can use email to bring them into your shop. The thing about email is that you can use it to put your business in front of your customers. They may not visit your website on their own, and they may not see your posts on social media, but you can trust with some degree of certainty that if you send them email, they will see it.

Use an email service provider to manage your list from the beginning, and thank yourself later. (While you're at it, use your new domain to create an email address for yourself, too – it's more professional.) Then, use your email list to encourage your people to engage on social media, visit your website, and buy your stuff.

- CREATE AN EMAIL ADDRESS ON YOUR DOMAIN
- SET UP AN EMAIL LIST USING AN EMAIL SERVICE PROVIDER
- REGULARLY EMAIL YOUR PEOPLE

Once you've thought through these three things, the next step is to make a plan for your unique business...and then implement it! Look out for email from me in the coming weeks to help you do just that.

- Megan