

## Michelle's Top 20 Tips for Marketing

- 1 Strategic planning – understand your 'why' – Simon Sinek has a great book on this.
- 2 Remember that Marketing is not advertising – marketing is the thinking and advertising is the doing
- 3 Brand values – have your vision, mission and core values documented (if possible)
- 4 Market Research – Survey Monkey a great (and free online tool)
- 5 Your brand – don't be too hung up on your logo – McDonald's has a large yellow M – it's about the equity you bring to your brand
- 6 Think about your strategic relationships and leverage associated brands (memberships, affiliations)
- 7 Marketing collateral – have a good relationship with a printer – ask for the best options
- 8 Advertising – try community news (radio)
- 9 PR – ask the local newspaper editors what they are looking for in a story
- 10 Email ideas – Mailchimp or Campaign Monitor
- 11 Database – infodile is one option (but there are others)
- 12 Website – so many free or inexpensive options
- 13 Keep your content focused
- 14 Try to get people to sign up to your database
- 15 Try to get people talking about you on social media – more powerful than you talking about yourself
- 16 Social media – don't panic into it.
- 17 Get testimonials
- 18 Content on Youtube can be embedded into your website
- 19 Google footprint – let Google know you exist; seek reviews
- 20 If you're not sure what to do, ask for help

