



## TOP 5 TAKEAWAY | Small Business Roundtable Marketing 101

### Create A Marketing Plan – Why and What Is It?

1. Plan your work, work your plan.
2. Identify your overall marketing goals, strategies, and tactics.
3. Define your company identity, including brand and pitch.
4. Describe your ideal customers, creating profiles/personas.
5. Create a list of what gets your customers to say “Yes!”

### Brand Development – Who Am I & What Makes Me Different?

1. Answer the question, “Who Am I & What Makes Me Different?”
2. Identify your audience.
3. Create your brand assets and use them consistently.
4. Review your brand with an outside source to make sure you stay on target.
5. Visit and revisit your analytics to identify any changes needed.

### Social Media & Content Marketing

1. [Canva](#)
2. [Content Calendar](#)
3. [How to set up your Facebook business page](#)
4. [AI for Content Ideas/Strategy](#)
5. [Marketing Webinars for Small Business](#)

### Website & Advertising

1. Establish a website presence: A well-designed website acts as your digital storefront, crucial for service-based and e-commerce businesses. Ensure it's user-friendly, informative and optimized for search engines.
2. Claim and optimize your Google My Business account. It's free, and the initial set-up only has to be done once, while providing tremendous benefits to your business.
3. Leverage social media for lead generation.
4. Set up Google Analytics
5. Identify how your direct competitors and larger businesses in your industry are advertising, so you can see what the competitive landscape looks like and how they are communicating with prospective customers.