

Master Marketing with The Source!

Cook County
**SMALL
BUSINESS
SOURCE**



For small businesses today, determining which marketing strategies work best for your business can be complex. Finding the best ways to attract new customers, reconnect with old ones, and keep relationships strong depends on your business goals, budget, who you're targeting, and what you're selling. No matter where you are in your business journey, getting your marketing strategy right is key. Keep reading for some easy-to-follow strategies and resources to set your small business up for marketing success!

MARKETING BASICS

Marketing basics involve understanding your target audience's needs and preferences, then crafting compelling messages and strategies to effectively communicate your product or service's value to them. Successful marketing requires a blend of creativity, data analysis, and continuous adaptation to stay ahead in a competitive landscape. Check out some essential resources below.

Make Your Marketing Plan

- A comprehensive marketing plan allows you to stay on schedule and within your budget when identifying the actions to best connect with your audience. [Discover the steps you should take in an overview by the Small Business Administration here.](#)

Brand Your Business

- Is your business branding resonating with potential customers? Take a deep dive into the good - and bad - of branding with [this guide from Chykalophia.](#)

SOCIAL MEDIA

Social media can be a successful, low-cost way to raise awareness for your business, gain new customers, and reach new markets. Discover resources to inform your social media strategy below.

Stand Out with Social Media

- We get it, social media can seem daunting with ever-changing algorithms and moving pieces. It can also serve as an invaluable tool to connect with customers. Prepare for social media success with [this complete guide from Sprout Social.](#)

Tinker with Platforms and Tools

- From determining which [social media platforms](#) your business should be engaged with to utilizing the [right social media tools](#), fine-tune your strategies with [this guide from Shopify](#).

Schedule for Success

- Work smarter, not harder by scheduling your social media content out in advance with this [social media calendar template from Asana](#).

WEBSITE

For small businesses, maintaining a website can be pivotal for establishing a strong online presence, driving conversions, and fostering customer engagement. Regular updates and optimization not only enhance user experience but also improve search engine visibility. Explore the resources below to help maximize your websites marketing potential.

Begin with Best Practices

- From picking your unique domain to determining the best way to build your website, explore [this free Google for Small Business training](#) to learn website development best practices.

Curate First Impressions

- What do potential customers see first when searching your business? Take the reins of your digital first impression by optimizing your presence on [Google with a free Business Profile](#).

Optimize your Website

- Is your website working for you? Give your web presence a dynamic review with [this guide from Chykalophia](#) to ensure that your strategies are leading to sales!

I NEED MORE MARKETING ASSISTANCE, WHERE CAN I GO?

The Source is here to help! Schedule a business advising consultation with one of our experts to get targeted advice for your business. Sign up today at cookcountysmallbiz.org.

The Cook County Small Business Source frequently hosts marketing-related programs and workshops! To see upcoming events, visit our events page at cookcountysmallbiz.org/events-lists/.