

# MELODY'S TOP 10 MARKETING SURVIVAL TIPS FOR SMALL BUSINESS



- Know your "SECRET SAUCE" & how to express it via your ELEVATOR SPEECH.
- Create your IDEAL TARGET CUSTOMER PROFILE
- Invest in PROFESSIONAL BRANDING: Logo, Biz Cards, Website, Graphics, etc.
- Make your WEBSITE WORK FOR YOU and not against you...it's Your Brand 24/7
- When PAYING for Advertising, always create a CALL TO ACTION
- Choose the right SOCIALMEDIA format & BE CONSISTENT & PROVIDE VALUE
- Create a CUSTOMER DATABASE, at least for your best" VIPS" Customers
- Grow your Customer list via EMAIL MARKETING & Always PROVIDE VALUE
- Create frequent PROMOTIONAL EVENTS to generate traffic & sales
- Become an Expert & SHARE YOUR EXPERTISE via Social Media & Events

Would you like more 1-on-1 help with marketing your business?

Please visit us at [www.mysizemarketing.com](http://www.mysizemarketing.com).

We're here to help!