

# MARKETING - THE 3 THINGS EVERY SMALL BUSINESS SHOULD BE DOING



## 1. PLANNING

This is not a new idea and yup, you've heard it before. Planning is really important and we'd certainly suggest you develop a full-fledged marketing plan. However, let's make this easy by starting with this very basic approach.

With the next 12 months in mind take some notes on 3 bigger things you are looking to accomplish with your marketing.

Examples:

- develop a new website
- finally get that new product brochure designed
- develop new and updated advertising/promotions for your main services

If you can come up with more than feel free to keep the list rolling.

The idea here is to 1) document and 2) create a list that is attainable as there is nothing worse than not achieving these goals.



Now take that list of 3+ things and include some details that answer the following questions:

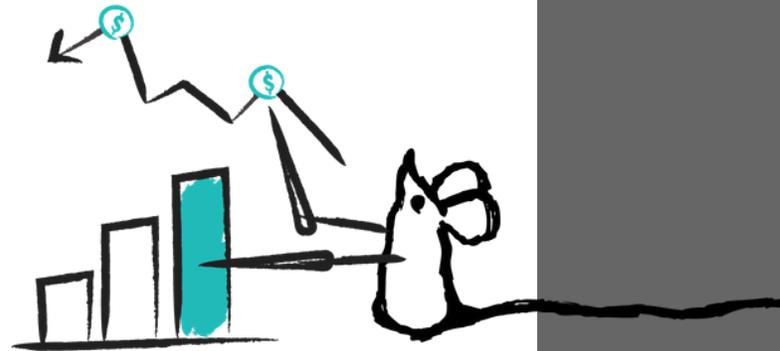
1. What is the date that I want this done by?
2. Am I going to ensure that this gets done on this date or will I delegate it to another member of staff?
3. What other information do I need to collect to get this job done?
4. Will we need some outside help (e.g. graphic designer)? If so who will we contact to help?
5. What budget am I comfortable with applying to get this done?

Put your project related due dates in your electronic calendar with a reminder to notify you 2 months of when each project is due. 60 Days is always a good general rule of thumb as to how long things take with most marketing projects so you want to start each item 60 days in advance of your preferred completion date.

## 2. PAY-PER-CLICK ADVERTISING

In our opinion, there's really no other form of advertising that offers the cost effectiveness, trackability, and marketing reconnaissance abilities that PPC offers. Yes, it might be a bit numbing at first to work out how to get your ads online but once you are there let the clicks and data roll in. We could bore you to tears with info on PPC but here are a few key points that should help show you really need to get advertising online:

1. The Google Ad Network (Adwords or now called Google ads) is the big dog in this game offering you the ability to have your ads shown on sites such as Kijiji, Youtube, The Weather Network not to mention countless other sites that be more locally based and/or specific to the demographic that you want to see your promotion



2. Facebook has its own internal PPC system which still, to this day is a very cost effective venture. These ads are designed to look like regular posts and sometimes can only be identified as ads by looking for the "Sponsored" that appears under the main heading/title.

3. Trackable - Once your ad's have run for 30+ days you typically have some decent data to review. Things like Click Through Rate (CTR), Impression (number of times someone could have seen the ad) and Cost Per Click (CPC) are all good things to consider.

4. Reconnaissance - Hopefully you not only drive people to your site through your ads but you also get some inquiries after they phone or fill in your contact form, however, there's a bonus! You get to see things like what ads and/or keywords are working or not working? This data can be very valuable in fine-tuning your PPC campaigns by pushing your advertising dollars towards the ads and the ad elements that are offering you the highest return but you can also use this same data to make changes to your SEO approach on your website!

5. Cost-Effectiveness - You don't need a huge budget to get online. Once you ads are designed and your account is set-up than its a matter of paying for "the clicks". For most small businesses a \$250-\$500 budget a month will get you in the game and get you some clicks.

**Bored yet? We'll move on.**



“ Jason and his team formulated a comprehensive full-service marketing program based on a series of interviews and questionnaires helping us to redefine our marketing strengths, weaknesses, goals, and budgets. ”



BRIAN DUSCH & JOHN ANDERSON  
[www.budgetglass.com](http://www.budgetglass.com)

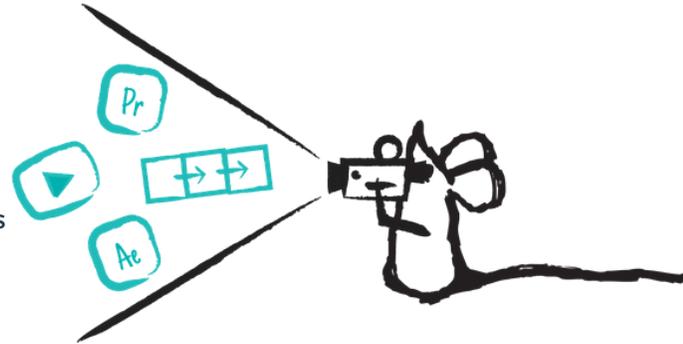
# 3. VIDEO MARKETING

If you had to read 6 paragraphs OR watch a 1.5-minute video on the same subject what would you choose? Yup, the video. People love video not only because of its entertainment value but also it encapsulates all the emotions into one easy consumable package that lets you hear, see and feel what is being conveyed.

Not sold yet?

You need more stats then:

- Video is projected to claim more than 80% of all web traffic by 2019.
- 90% of customers report that product videos help them make purchasing decisions.
- A third of all the time people spend online is dedicated to watching videos.
- 64% of customers are more likely to buy a product online after watching a video about it.
- 59% of company decision makers would rather watch a video than read an article or blog post.
- Digital marketing expert James McQuivey estimates that a single minute of video content is the equivalent of 1.8 million words.



Now the additional beauty of video is that it's not nearly expensive as you think.

To create a corporate video (2-3mins in length) and a 30-second commercial you can use for your online ads you can expect a lower range of \$1500-\$3000 with an expected increase if you get into multiple shoot locations, drone footage inclusion, etc. It's well within financial reach, people love video and you can enhance your online advertising to yes, get more click-throughs.

HIGH TIDE  
PUBLIC HOUSE

“ Not only did they get into my head and know what I wanted, they brought it to reality with less stress on me. ”

DEANA SIMKIN, OWNER  
[www.hightidepub.com](http://www.hightidepub.com)

A testimonial for High Tide Public House. The text is enclosed in a hand-drawn style border. At the bottom right of the border is a small illustration of a hand holding a camera.

## ABOUT BETTER MOUSETRAP

Better Mousetrap Marketing owners Lisa Henderson and Jason Clayton had a vision. Build a full-service marketing agency that cuts through the fluff and simply makes things better and easier.

With their combined 25+ years of experience as previous owners in a marketing and print business, they knew there was a better and more efficient way to approach marketing – a Better Mousetrap if you will. And so, in 2010 it came to be and there's no stopping them now.