

# Marketing Your Company in the Super Small Biz World

Grow your business today!

Effective marketing strategies  
for small businesses.

A portrait of LynMarie, a woman with long brown hair, smiling and resting her chin on her hand.

Learn how to reach your target audience and increase sales.  
[www.supersmallbizsuccess.com](http://www.supersmallbizsuccess.com)

**Hello, I'm LynMarie,  
Super Small Biz  
Consultant and  
Attorney.  
It's my passion to  
help small  
businesses grow to  
their full potential,  
and learn valuable  
tips to make your biz  
flourish!**

**Marketing your super small business has never been easier!**

For any business to prosper, the outside world has to know of its existence and what it has to offer. Marketing is a part of any business concept, and there are various methods you can use to market your product or service.

Save yourself time! Use super small business tips provided here, and avoid marketing strategies that might not work well for you!



A Super Small Business needs an efficient, cost-effective marketing plan that brings the right results. Look for unique, creative ways to promote your company and track outcomes to see what methods worked well. Here is an easy-to-follow breakdown of marketing tools and ideas that may work for your business.

**“A big business starts small” (Richard Branson)**

## **Resource Tools for Super Small Business** **Marketing Strategies**

- Social Media Platforms (Facebook, LinkedIn, Instagram, etc)
  - Create your own business website
    - Radio commercials
- Signs at your business location (special promotion, discount day, etc)
- Local community advertising (newspapers, online websites, public noticeboards)
  - Word of Mouth (booth events, business network meetings, visiting other organizations to promote your business)
    - Billboard advertising
    - Television commercials
- Private television advertising (eg. a hospital waiting room with a TV playing local community adverts)
  - Fliers for event promotions
- Email marketing (eg. a monthly email sent out to several contacts)
- Support local causes to advertise your business (such as anti-bullying campaigns, animal rescue or suicide prevention)

- Diverse marketing (tailor-made strategies to embrace beliefs, culture, and needs)
- Create your own marketing event to boost business promotion (invite other businesses to pay for their booths at your event!)
  - Donate items with your business card attached
- Other “old school” strategies (Faxing advertisements to companies, print telephone directory advertising, banners)
  - Brainstorm with your staff for ideas
- Consider all avenues (for example, an attorney and funeral director end up advertising for each other)

Using various marketing techniques can promote your business and boost revenue. All employees can actively participate in marketing your business, with training and some forethought. Get them involved! It gives their position with you much more value, and they will value your business as much as you do!

