



Marketing Strategies

Here is a list of a dozen marketing strategies that may or may not fit your business idea.

NB: This list is non-exhaustive, add your ideas at the end.

Remember: Focus on 2-3 items at a time.

Consider them as 1 MAIN marketing dish and 1 or 2 side ones.

Important: You do NOT need to do everything, especially not everything right away. Give yourself time to GROW INTO it. Your business and your clients/customers will guide you.

MARKETING STRATEGIES	Preference 1-5
1. Social media posts: FB, IG, LinkedIn, etc.	
2. Social media live videos	
3. FB group	
4. Online or in-person speaking	
5. Email list	
6. Blogging or Vlogging	
7. YouTube channel	
8. Online and in-person networking	
9. Market research	
10. Referrals	
11. FB or Google ads	
12. Online store such as Amazon or Etsy, etc.	
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16.	
17.	



Marketing “Traps”

The steps in *italics* are all NON SALES-GENERATING strategies which we often get caught up with because it’s easier to hide behind “busy work” than to get out there and market yourself.

STOP DOING THEM (too often)!

What is the main component of a marketing strategy: _____

1. *Creating or tweaking a website or a landing page*

2. *Designing business cards (not recommended anymore)*

3. *Creating clutch coupons, e-flyers, e-books, etc.*

4. *Setting up a Zoom account or similar audio-/video-conferencing platform*

5. *Setting up an e-signature system*

6. *Setting up customer service platform (optional)*

7. *Getting a (professional) photo shooting*

8. *Collecting testimonials*

9. *Planning for hours every week*

10. *Organizing and reorganizing your office*

11. *Building funnels*

12. *Creating new programs or products before giving the ones you have a chance*

13. *Trying to be on ALL social media platforms – pick 1 or 2 main ones!*

14.

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19.
