

5 MARKETING TIPS FOR BUSINESSES ON A BUDGET

If your small business is looking for some resourceful and efficient ways to drive website traffic on a minimal budget, this is the guide for you. With these five tips, you'll grow your online traffic, boost your sales, and ultimately take your business to the next level.

❑ Implement SEO strategies to drive traffic

Support increased SEO rankings for higher results in online and local searches by optimizing your website for SEO and posting new content regularly. While there are plenty of in-depth guides that focus on SEO, here are some of the highlights:

- Review and analyze your competitor's keywords and phrases
- Choose which ones you want to rank for
- Use those keywords and phrases throughout your website (including page titles, headers, page copy, meta tags, etc.)
- Submit your website to search engines and online directories to make sure they start indexing it

❑ Use content marketing to build trust

There are numerous types of content you can create, including blogs, videos, white papers, ebooks, infographics, case studies, podcasts, and more. The key to success is finding out what works well for your particular niche. While some content can require a lot of research and resources to produce, the time spent can be well worth the effort. Not only will customers be more open to learning about your product or services, they'll also be more eager to start a genuine conversation. Content can be the catalyst for a relationship that reaps long-term rewards.

❑ Integrate social media to gain a following

Before you jump in and create a profile on every social media website, find out which social networks are popular with your customer base or vertical. Then, post links to your original content, and even helpful articles and content that aren't your own. Other ideas to keep followers engaged include running contests, offering exclusive promotions, posting polls, and posing questions to the community to encourage engagement.

Bring them back with email marketing

To get good at email, start by testing the approach that works best for your customers. A weekly email can be seen as too much by some customers, while bi-monthly or monthly email works better for others. Your email messages also depend on your audience. If you want to use email to increase sales, test all kinds of campaigns, like holiday sales, limited-time specials, coupons, and first-time customers. And don't forget that email doesn't always have to be about revenue. Sometimes the most effective campaigns are those that simply remind customers that you're there, you're an expert resource, and you're here to help when they're ready.

Go mobile to boost sales

These days more than half of all internet traffic originates from a mobile device, so if your website isn't mobile-friendly, you're losing out on a huge percentage of customers. Optimize your site to make it easier for mobile customers to navigate and make a purchase.

Here are a few mobile-friendly website features to keep in mind:

- Don't include flash videos.
- Optimize images with the correct sizes.
- Feature larger tap-able buttons. (Embedded links are often too tiny to click with fingers.)
- Make navigation menus manageable. (Large drop-down menus fill the entire screen.)