

Planning your marketing.

- ❑ **1. Create a marketing budget.**
Start small and grow your budget based on the success of your results. Don't spend more on marketing than you can afford.
- ❑ **2. Create one or two campaigns offering incentives and promotions to purchase.**
Pick two promotional things you want to do and then — with your marketing expert and on the channels you've chosen — come up with a campaign (a series of messages, follow-ups, tasks and to-do's) to support those two promotions.
- ❑ **3. Choose your main marketing channels.**
AdWords, Facebook Ads, local ads, emails, billboards, newspapers are among the many places to spend your marketing money. Once you decide on one or two channels, you can focus your efforts and money there.
- ❑ **4. Optimize your website.**
Try to get an early start because things frequently change in the search world and it takes time for these changes to propagate through the Internet.
- ❑ **5. Engage a marketing expert.**
Regardless of your size you should budget for a marketing expert to help you. That way, they can apply their knowledge to do things they know best while you do the same.
- ❑ **6. Determine metrics and measure, measure, measure.**
In the end, never forget that your marketing is meant to create leads, which in turn leads to business revenue. So make sure your metrics are focused on that one important goal.

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