

Cost-Effective Marketing During Turbulent Times with Debra Jason

The pandemic has proven to be a great challenge for most businesses. Left and right, we hear news of establishments and services declining and eventually closing. Entrepreneurs, therefore, must look for cost-effective strategies that will help them remain visible to their audience.

You must find new, effective marketing strategies that will help your business stay afloat while bringing value to your customers. In this activity, you will get a chance to plan a cost-effective and audience-centred strategy to market your service. Completing this workbook will leave you more confident on how to serve your audience.

QUOTE TO REMEMBER

‘When you remain visible during hard times, customers and prospects will remember you during the good times’.

Activity: Five Cost-Effective Marketing Strategies

Give a brief background of your business.

Who is your target audience, and how can you help them? List down services that you offer.

My audience is/are...	
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I can help them by...	

How is your business performing right now? From 1 (boring) to 5 (rock star), how would you rate your current marketing efforts?

If given a chance to do a podcast or webinar, either as your own or as a guest, what value do you think you can bring your audience? What are the benefits of having you as a guest?

Based on a possible webinar or podcast content, try to write a short sample article to share or post in blogs.

What is the importance of social media marketing?

If you were to create video content to market your business, what would you like to share with your audience? Outline the flow of your possible video(s).

List down existing clients or prospects that come to mind. What are some of the tools available to you that can help you reach out to them?

My clients are...	I can reach out to them by...

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What You Will Learn from the Activity

Debra Jason shares five cost-effective strategies that will help your business stay afloat during this pandemic. These strategies are podcasting or conducting a webinar, repurposing your podcasts or webinar content, social media marketing, creating video content and contacting clients. Evaluating your current marketing efforts is key to helping you take on Debra's tips. Despite everything that is happening, you have to stay visible and continue giving value.

Having a clear business description helps you plan out how you can serve your audience. Think about how you can help your audience address their needs and concerns. Much like life, marketing is all about building and nurturing relationships. You want to develop that know-like-trust factor between you and your clients.

Think about something you want to take action on or something that you can help provide. Organise your ideas, and you can plan to present these in podcasts or webinars. You can also be a guest on a podcast and relay value to that show's audience. Likewise, you can repurpose your content into articles and share these in blogs and local or industry publications. This strategy can get you broader exposure and allow you to share expertise and build credibility.

The most famous social media platforms are Facebook, Instagram, LinkedIn, Twitter and YouTube. You can share various content, such as video clips, memes or testimonials that advertise your business. Social media opens several opportunities that can help you demonstrate your expertise and leadership. In addition to sharing content, it is just as crucial to respond and engage with people.

Marketing is vital in the continuity of bringing value and sharing insights. It is essential to build a relationship with colleagues and clients. Immerse yourself in the community, engage and expose yourself to a broader audience. Make your business be known and keep your head afloat.