### Marketing 101 for Small Businesses

#### PICK YOUR BATTLES
- Choose your most important marketing channels
- Choose and **get to know** your target audience

#### KNOW YOUR BUSINESS
- Do a **SWOT** analysis
  - **Strengths**, **Weaknesses**, **Opportunities**, **Threats**
- Do a competitor **analysis**
- Find your unique selling **proposition**

#### TELL A STORY
- Be consistent
- Only tell the truth
- Everything you do tells a story

#### MEASURE YOUR SUCCESS
- Use metrics like views, visits, and followers
- Make your goals **SMART**
  - **Specific**, **Measurable**, **Attainable**, **Relevant**, **Time-based**

Visit [here](#) for more information and the full [webinar](#) on marketing.

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