

# 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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