

# BDNWDTH Media Toolkit - Key Points for Your Presentation

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## Simple Marketing Guide for Small Businesses

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### Overview

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This is a **practical marketing toolkit** designed specifically for small businesses and solo entrepreneurs. The focus is on **simple, sustainable marketing** that doesn't require a big budget or fancy expertise. Think of it as a "marketing survival guide" that helps you do the basics really well before trying anything complicated.

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## 1. Getting Started: The Minimum Viable Marketing Plan

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**What this means:** Start small and focused rather than trying to do everything at once.

### Key actions to take this week:

- **Pick one goal** for the next 30 days (examples: get more customer inquiries, increase repeat customers, get more referrals)
- **Choose one marketing channel** to focus on (don't spread yourself too thin across Instagram, Facebook, email, etc.)
- **Block out 30 minutes** on your calendar each week dedicated to marketing

**Why it matters:** Marketing works best when it's consistent and sustainable. Trying to do too much leads to burnout and nothing gets done well.

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## 2. Positioning & Clarity: Making Your Message Crystal Clear

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**The big idea:** If your marketing message could describe 1,000 different businesses, it's not specific enough.

**The simple formula:** WHO you serve + WHAT problem you solve + WHY you're a good fit

**Bad example (too vague):** "We offer quality services at great prices."

**Good example (specific and clear):** "We help busy parents get dinner on the table with family-size meal trays ready in 20 minutes."

**The golden rule:** "Clarity attracts opportunity. Confusion costs it."

**What to do:**

- Avoid generic words like "quality," "affordable," "reliable," "best"
  - Use specific words like "same-day," "mobile," "bilingual," "for first-time homebuyers"
  - Write one sentence you can comfortably say out loud that explains what you do
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## 3. Promotion Without a Big Budget

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**What this means:** You don't need expensive ads. You need simple, consistent actions you can actually keep up with.

**The Minimum Viable Marketing Approach:**

- **One message** (your clear positioning statement)
- **One primary platform** (pick where your customers actually are)
- **One action per week** (keep it doable)

**Choose your effort level:**

### **Low-Lift (15 minutes/week):**

- Update your website or LinkedIn description with your clear message
- Ask one customer for a testimonial
- Add a strong line to your email signature

### **Medium-Lift (30-60 minutes/week):**

- Post once a week using simple content types (show results, explain your process, introduce yourself, share reviews)
- Send one message to a potential partner or past customer
- Improve one service description to make it clearer

### **Heavy-Lift (2-4 hours/month):**

- Take a batch of photos or videos for the month
- Host a small event or attend a community gathering
- Reach out to 3 local media outlets, podcasts, or newsletters

**Community outreach tip:** Partnerships with local organizations (churches, schools, chambers of commerce) can bring you warm leads faster than ads because people trust recommendations from groups they're already part of.

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## **4. Credibility & Trust Signals**

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**The big idea:** People don't just buy your service—they buy confidence that you can deliver. Trust is built **before** the first call.

**Important principle:** “Likes are applause. Conversations are currency.” If your marketing creates real conversations (not just likes), it's working.

**Four types of credibility you can build:**

### **1. Proof from People (Social Proof):**

- Customer testimonials (simple text is fine)

- Google or Facebook reviews
- Word-of-mouth mentions
- Screenshots of thank-you messages

## 2. Proof from Your Work (Track Record):

- Before/after photos
- Portfolio examples
- Short case stories: “Customer needed X → We did Y → Result was Z”
- Repeat customers

## 3. Proof from Association (Borrowed Credibility):

- Partnerships with known organizations
- Events you’ve participated in
- Professional certifications, licenses, or insurance
- Memberships in industry groups

## 4. Proof from Reliability (Consistency):

- Clear business hours and response times
- Professional quotes and follow-up
- Consistent posting or outreach (pick one and stick with it)

### What numbers actually matter:

- **Inquiries:** How many people reach out asking about your service
- **Conversations:** Real back-and-forth discussions about pricing and next steps
- **Referrals:** “My friend sent me...” or “I saw you at...”
- **Repeat work:** Customers coming back or renewing

### What to do this week:

- Ask for one testimonial
- Create one “proof post” (before/after photo, customer review, process photo)

- Add one trust signal to your website (years in business, response time, certifications)
  - Track your inquiries, conversations, referrals, and repeat customers for 7 days
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## 5. Visibility & Content Made Simple

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**What this means:** Show up consistently so customers remember you and know how to find you.

**Why it matters:** If people don't see you, they don't think of you. If they don't think of you, they don't call you.

**The 4 Content Buckets (rotate through these):**

1. **Results:** What changed for a customer after working with you
2. **Process:** How you do what you do (behind-the-scenes)
3. **People:** Who you are and why you care about this work
4. **Proof:** Reviews, partnerships, credentials

**Important mindset shift:** “Content is communication, not creativity.” You're not trying to go viral or be entertaining—you're just staying visible and helpful.

**What to do this week:**

- Pick one day to post
  - Choose one content bucket
  - Pick one simple topic
  - Include one clear call-to-action (Call, DM, Book, Visit, Order)
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## Summary: The Core Principles

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1. **Start simple and sustainable** — Don't try to do everything. Pick one goal, one channel, one weekly action.

2. **Be clear, not clever** — Specific messages attract the right customers. Generic messages attract no one.
  3. **You don't need a big budget** — Consistency beats creativity. Simple, regular actions beat expensive one-time campaigns.
  4. **Build trust before the sale** — Show proof, be reliable, stay visible. People hire what they trust.
  5. **Track what matters** — Inquiries, conversations, referrals, and repeat customers are the real measures of success—not likes or followers.
  6. **Content is communication** — You're not trying to entertain or impress. You're staying top-of-mind and making it easy for people to hire you.
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## Bottom Line

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Marketing for small businesses doesn't have to be complicated, expensive, or time-consuming. The key is doing the basics well and doing them consistently. Pick one thing, do it well, and build from there. Clarity attracts opportunity—confusion costs it.