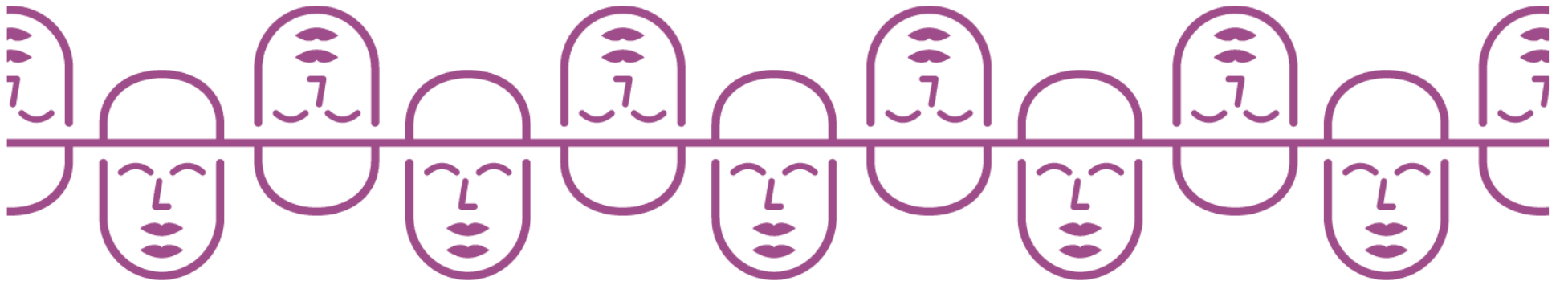


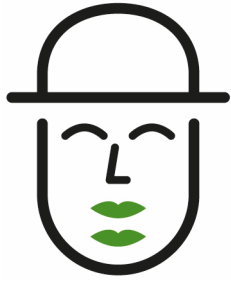
THE
Business
Narrative

Turning Marketing into Revenue for Small Businesses

Prepared by Sasha Frieze for WE Hub Huddle

12th September 2017





THE
Business
Narrative

8

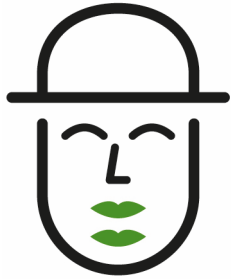
Marketing Tips

for small and
micro businesses

What are we talking about today?

1. Does your website maximise lead generation?
2. Best ways to build a small business website fast and cost-effectively
3. Email marketing – top tips for turning emails into business
4. Analytics aren't dull – best ways to track website visitors / email opens to find those needles in a haystack
5. Positioning: differentiating yourself from your competitors
6. Targeting: exactly who is your customer?
7. Face to face: maximising events to find, meet and nurture your ideal client
8. Best tech to automate and streamline your business so you look and feel professional above your level and maximise your time





THE
Business
Narrative

How to use events to market your business

1. What's the value of events for marketing?
2. What different types of business events can you attend
3. How to evaluate which events will maximise your marketing spend
4. Understand event sponsorship packages, and how to negotiate to your advantage
5. Spending on exhibition stands - agreeing those crucial extras that make the difference
6. How to differentiate yourself as an event speaker
7. Should you / how to host your own cost-effective events
8. Follow up & ROI - ensure your connections turn into business
9. Create an event marketing schedule



*It's not about
your grass seed,
it's about my lawn*