



*The Greatly agency and Greatly
Digital Media*

SUMMER 2022 MARKETING TUNE-UP

For Small Business



Spring and Summer 2022 Marketing Tune-up Tips from The Greatly Agency

1

Use Facebook

Over two-thirds of Americans have a Facebook profile, and Meta/Facebook owns Instagram. Unless you are spending millions a month in advertising, you will find a pocket of your target audience there that you can reach cost effectively through boosting or Facebook ads. Local small businesses can boost for a media spend of less than \$50 a month to reach new prospective clients. Setting up your profiles and business pages is free. Start by going to Facebook.com, go to the **GRID** in the upper right and then to **CREATE** a business page.

2

Get a free Google My Business Local Profile

Local companies compete using Google My Business and the Google Business Profile provided as a **FREE** service by Google. Online only businesses compete using Search Engine Optimization (SEO) on their website, requesting Google index and rank them in search engine results again for FREE. Listing yourself takes only a few minutes. Start by going to [Business.Google.com](https://www.google.com/business)

3

Collect Email Addresses and Use Them

With changes in advertising policies coming it is more important than ever for businesses to collect the contact information for prospective and existing customers right now. Email addresses can be used with cost effective email service providers, such as MailChimp or Constant Contact, to collect your list or names or to have a steady drip of contact and awareness with customers, without being spammy. For most small businesses emailing once a month is enough. Go to MailChimp.com for a free account up to 2000 names.

**Need a bit more help and advice?
Contact The Greatly Agency**