

Five essential marketing ideas you can implement without spending a dime

Resources Guide

Use the links below to access free resources and information to help your business thrive!

1. Understanding your audience

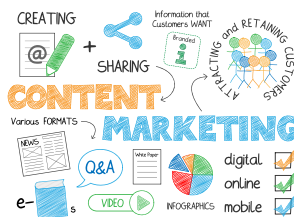
BUYER PERSONA



You can't create demand for your product or service if you aren't targeting properly. That's why understanding your audience is one of the most underrated first steps in marketing.

- [The Power MBA](#) – How to Build a Unique Buyer Persona for Your Business
- [Survey Monkey](#) – Survey tool with a FREE Basic plan

2. Content marketing



Simply put, content marketing — the creation and distribution of online materials to grow website traffic and attract new business — is a low-cost way to build awareness of and generate interest in your product or service.

- [Blogging basics 101](#) – Choose the Best Blogging Platform
- [Medium.com](#) – 10 Best Free AI Content Generator and AI Writers

3. Google Business Profile



Google Business Profile is an easy-to-use tool for organizations to manage their online presence across Google. It helps customers to find your business and tells them your story.

- [Google Business Profile](#) – How to verify your business on Google
- [Hootsuite](#) – How to Use Google My Business to Get More Customers
- [Search Engine Journal](#) – The New Google Business Profile

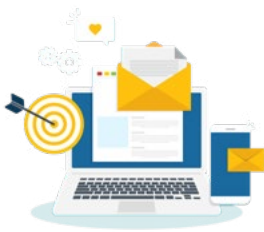
4. Search engine optimization (SEO)



SEO is the process of optimizing your website so it ranks well in organic search results, whether someone is using Google or a different search engine. When your site appears in search results, it's like free advertising for you!

- [Google Analytics](#) – Free reports on organic traffic to your site
- [Google Search Console](#) – See which keywords people are using to get to your site
- [Google Trends](#) – Search volume trends by keyword
- [Moz](#) – Free resources for optimizing your site
- [Web.dev](#) – A tool from Google that lets you perform site audits and more

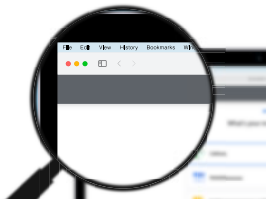
5. Email marketing



Connect with your audience to promote your brand and increase sales. From defining your goals to launching your first email campaign, email marketing is one of the most cost-effective marketing strategies for small businesses.

- [Constant Contact](#) – Four Email Marketing Goals to Set in the New Year
- [Attention Fox](#) – How to Pick the Right Email Marketing Goals and Objectives
- [Influencer Marketing Hub](#) – Top 39 Free Email Marketing Tools
- [HubSpot](#) – 39 Simple Ways to Grow Your Email List
- [Campaign Monitor](#) – Ultimate Email Marketing Benchmarks

BONUS TIP! Low-cost online advertising



Leverage online advertising to drive awareness and leads to your business for a relatively low cost. Google and other platforms make it easy to get started. These platforms are designed for self-service so that business owners like yourself and other marketing professionals can easily run their own marketing campaigns.

- [Google Ads](#) – Search – How to setup a search campaign
- [Google Ads](#) – Display – Set up remarketing for success
- [Facebook](#) – Getting started with Facebook/Meta ads
- [Five channels](#) – Twelve Tips for Using LinkedIn Ads for Small Businesses