



# 5 PILLARS OF SMALL BUSINESS MARKETING

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There are so many rules of thumb in business. Actually, there's too many to count. Don't worry because we've done the work for you, and scoured the earth for the information that'll help assist you in the long run. We're passionate about your success and want you to get it right the first time. Read further for our top biz tips, to help you on your journey to success!

### 1: GET SOCIAL

Being active on social media is vital to your small business. Your intentions should be to engage and build trust and brand loyalty. Meaning, promotions should constitute 20% of your social media marketing campaign; the 'social' aspect should make up about 80%. Your efforts should be focused on creating content that will resonate with your target audience.



"The secret to getting ahead, is getting started."  
Mark Twain

### 2: WHATS YOUR EMAIL?

Email marketing is a must in this ever-changing, digital world. Almost everyone has an email, and they check it. If you want to drive traffic and increase sales, email is a great start. Whatever you do, don't spam your customers. Send newsletters, special offers, and/or coupons to peak their interest.



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### 3: BUT FIRST, YOUR WEBSITE.

It's imperative that your website is in tip-top shape; this is where it counts. According to Impact, long load time, crazy colors, your logo, layout, popups and ease of navigation can all play a factor in your visitor's first impression of your website. You should have a mobile-friendly site with a modern, clean design.

### 4: YOUR NETWORK= YOUR NETWORK

As a growing business, building a strong and solid network should be second nature. Get out there and make connections with like-minded people and businesses. The benefits you gain from being intentional about expanding your network are endless. Here are some of those benefits:

Advice - New business - Growing your personal profile - Friendship



“The secret to successful hiring is this: look for the people who want to change the world.” — Marc Benioff, CEO of Salesforce

### 5: RECYCLE!

When your marketing budget is low, consider recycling your content. Give life to an old blog post, by transforming it into a shareable infographic for social media. You can tweet info from notes that you've taken at a conference, or create a slide show with some of your favorable user-generated content (UGC). The possibilities are endless; get creative!

We want to see you flourish in every area of your biz. For more info on how we can help you get your business FREE traffic check out Camps With Friends now. Sign up now [campswithfriends.com](http://campswithfriends.com), Its FREE

