

SiGNAL



MARKETING, WHAT'S NEW?

SIGNAL BIZHUB COLLABORATION SESSION
23RD APRIL 2021

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This month at the BiZHUB...

...we've discussed what's new in marketing. What can you apply to your business, how can you evolve your marketing strategy?

SiGNAL's Vicky Jarman was our first guest speaker for the month, discussing some great examples and methods.

Did you miss it? [Click Here](#)

Vicky covered plenty of new opportunities, so let's revisit them here:

1. Do your customers expect instant communication?



2. Is your website secure with https?

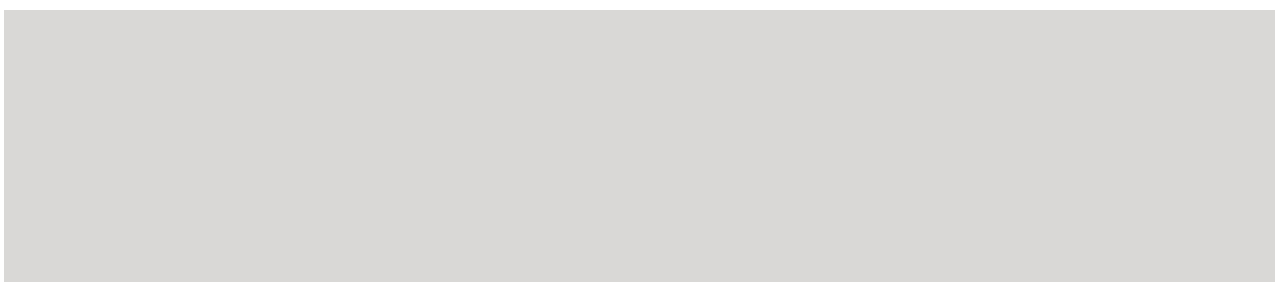


3. Are you using Google My Business and collecting reviews?



Discussion point: What content do you think your customers would engage with and benefit from?

Insight, advice, examples, humour, personality...



What can you try:



What videos could you make?

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Can you introduce audio into your marketing and comms?

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Your current and future social media ideas....

What are you doing now?

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What do you want to achieve?

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What can you do new or differently?

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Social voice

Our second speaker of the month, Jason Delaney, championed collaboration with other local businesses and also authenticity when marketing.

Did you miss it? [Click Here](#).

Jason's comment on authenticity echoed Vicky's sentiment on social voice; being real, personable, human and relatable. Is this something you think you could bring into your marketing?

2. Do your customers provide you with content; reviews, images or more?

3. Are there any businesses you could collaborate with?

Useful resources:

- [Video marketing trends for 2021](#)
- [Social Media for Small Business in 2021](#)
- [Social Audio - What it means for businesses](#)

In conclusion

Having explored the materials from Marketing, What's New? month, here is an exercise to think about.

What do you need to START?

What do you need to STOP?

What do you need to CONTINUE?

What do you need to DO DIFFERENTLY?

Make a note here of anything you would like to bring to the Mastermind next week!

SiGNAL BiZHUB provides award-winning business support and training for self-employed people and small business owners.

BiZHUB members are part of a supportive and collaborative community of people who want to learn, grow and be inspired by each other's success.

Our business training and support gives you the tools you need to build a sustainable business. And our nurturing and friendly culture provides members with a supportive environment to develop their business and grow their business and income.

Don't do it alone. Join a vibrant local business community to learn and grow together.

Find out more about the SiGNAL BiZHUB by visiting our website.

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