



# **SiGNAL's DIY Marketing Toolkit**

MARKETING TOOLS FOR  
YOUR SMALL BUSINESS



# Introduction

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As a sole trader or micro business, marketing can be daunting and time-consuming. In fact, it can be full time job, which is why many people choose to outsource some or all of their marketing activities to the professionals!

Marketing can also be expensive, and it's easy to spend money without seeing a good return on your investment.

Fortunately, there are lots of tools available to get you started. With these you can build your customer database and sales so you're ultimately in a position to buy in marketing support if you need it.

In this guide we share our essential DIY marketing toolkit, providing an overview of the digital tools and apps that are most useful for a small business or sole trader.

**DIVE IN!**

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DIY Marketing Toolkit



# Who are your customers?

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Before you can get started with any marketing activities you really need to understand who your customers are, where they hang out and what they want from you.

Don't be tempted to think that everyone is a potential customer.

Marketing your business to a wide range of different people with different interests, motivating factors, likes, dislikes and desires is a huge task, even for a large enterprise.

Instead, be more niche and target specific groups of customers to make your marketing activities more effective and engaging. We have a useful template to help you get a better understanding of your target customers which you can [download here >](#)

Once you've got a clear idea of who your customers are, read on to find out how to reach them.



**“When writing your buyer persona give that persona a name so you think about them as a person. Even if you sell B2B your marketing needs to communicate with the people in that business. Not a faceless corporate.”**

**Jane Woodyer**





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# Tools to reach customers

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The most effective digital marketing platform for most small businesses and self-employed people today is social media. It doesn't matter whether you sell luxury goods, complementary therapies, business services or drain cleaner, your customers are likely to be on social media.

Choosing the right channels is vital. You need to know where your customers hang out and what they use each channel for. You can then tailor your content to their interests and needs.

Most small business owners will need to set up separate social media channels for your business, rather than using your personal accounts. However, in some instances it may be appropriate to be YOU! For example, if you offer consultancy services to other businesses you may find the best social media channel for you is your personal LinkedIn account.



# Tools to reach customers - Facebook



## PERSONAL ACCOUNT

If your customers are also your friends and you don't mind them seeing details about your personal life, you may want to use your personal account for business. Advantages can be that you already have lots of customers / friends on Facebook, and so have an engaged audience for your marketing activities.

## DISADVANTAGES

But there are many disadvantages. Your friends might get fed up with your promotional posts. New customers won't be able to find you easily and they will need to send a request to become friends. You'll also have to be careful what you share. There may be things that you don't want customers to see.

## FACEBOOK BUSINESS PAGE

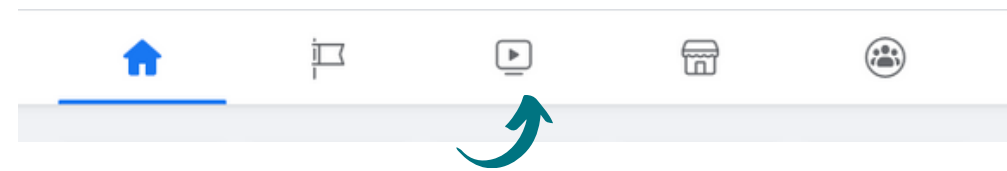
A dedicated Facebook page for your business is usually the best option. Customers will be able to find it using the search function. You can also list all your business contact information on a Facebook biz page such as the address of your shop or office, telephone and email info and your website address.



# How to set up a Business Facebook page

## 1. LOGIN TO FACEBOOK

Click on the 'pages' tab on the top navigation



## 2. CREATE NEW PAGE

Click on Create New Page in the left-hand sidebar.

## 3. FOLLOW THE INSTRUCTIONS

Facebook will then walk you through the whole process and you can have your new business Facebook page up in no time at all.

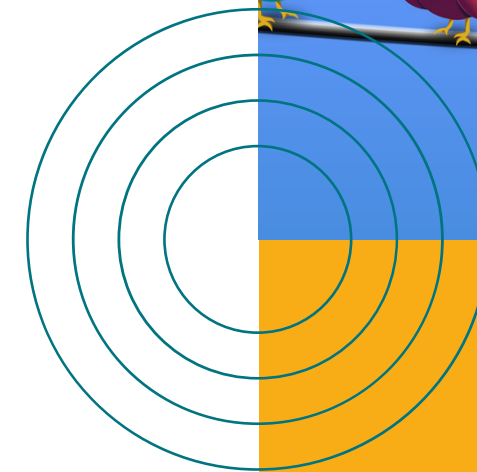


# Tools to reach customers - Twitter

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Twitter doesn't distinguish between different profile types so you can set up an account as your business in the same way you do for a personal profile.

When choosing an account name (which appears after the @) make sure it's something that really works for your business as it can't be changed later.



**"Twitter wants to know how old you are but don't use your business start date as your business age! There are age restrictions for users so if you founded your business less than 13 years ago, you'll get blocked immediately! Instead use your real birthday or go for any date prior to 2006."**

**Gareth Turner**

# Tools to reach customers - LinkedIn

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Like Facebook, you can have a personal account or set up a company page on LinkedIn. Depending on the nature of your business, you may decide the best option is to use your personal account and existing connections to promote your services.

However, if you have a different business name (not your actual name) and plans to grow the business with employees, set up a company page.





# Tools to reach customers - Instagram



## SET UP

Instagram gives you the option to set up a specific business account. If you're new to Instagram simply download the app and launch it, then set up an account as prompted. You can also log in with Facebook and sign up using your Facebook account.

## BUSINESS ACCOUNT

Once set up go to Settings and choose Switch to Business Account. You can then add your business details. If you're already using Instagram as yourself and want to change your account to a business account, follow the steps above.

## FURTHER SUPPORT

Our guide [How to Use Instagram Like a Pro](#) provides more advice for using this visual platform. [Get your copy here >](#)





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# Tools to reach customers - Pinterest

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Pinterest is often used by people looking for inspiration. If you sell lifestyle products or services this can be a fantastic platform for your business.

Setting up an account is easy. You can either create a free business account from scratch or convert an existing account into a business profile.

**Top tip:** to use Pinterest effectively you need to have a website to drive people to. The way Pinterest works is people share visual content (photos and videos) from other websites. When a user clicks on the image the link to that website opens in a new tab. It's a great way of getting potential customers to your product or service pages on your website, or to blog posts and articles.





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# Tools to reach customers - TikTok

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TikTok is a video-based social media platform with a young audience. If you want to reach Generation Z, this is a great place to be. You can create an account for your business in the same way as you can as an individual.

However, if you think that TikTok advertising may be something you want to do, sign up through the TikTok Ads Manager here <https://ads.tiktok.com/i18n/signup/>



# Tools to reach customers - Snapchat

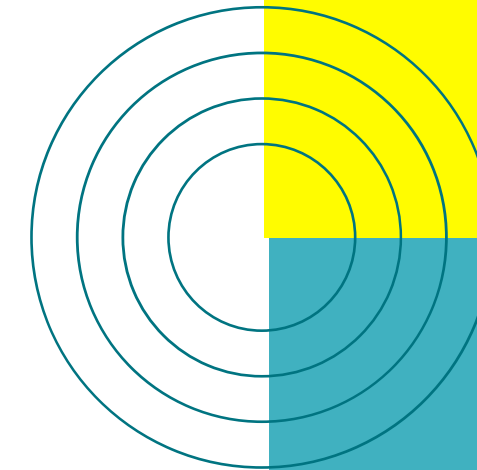
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To use Snapchat to market your business you'll need a personal account first. The best performing content looks and feels like the native content being created by the average Snapchat user, so just use the app like a person!

Experiment and get to know the app and your target audience. Then, if you decide it's worth investing in paid ads, register as business user online -

<https://ads.snapchat.com/setup>

Follow the prompts where you'll be directed to 'tether' your new business account with your existing Snapchat profile.

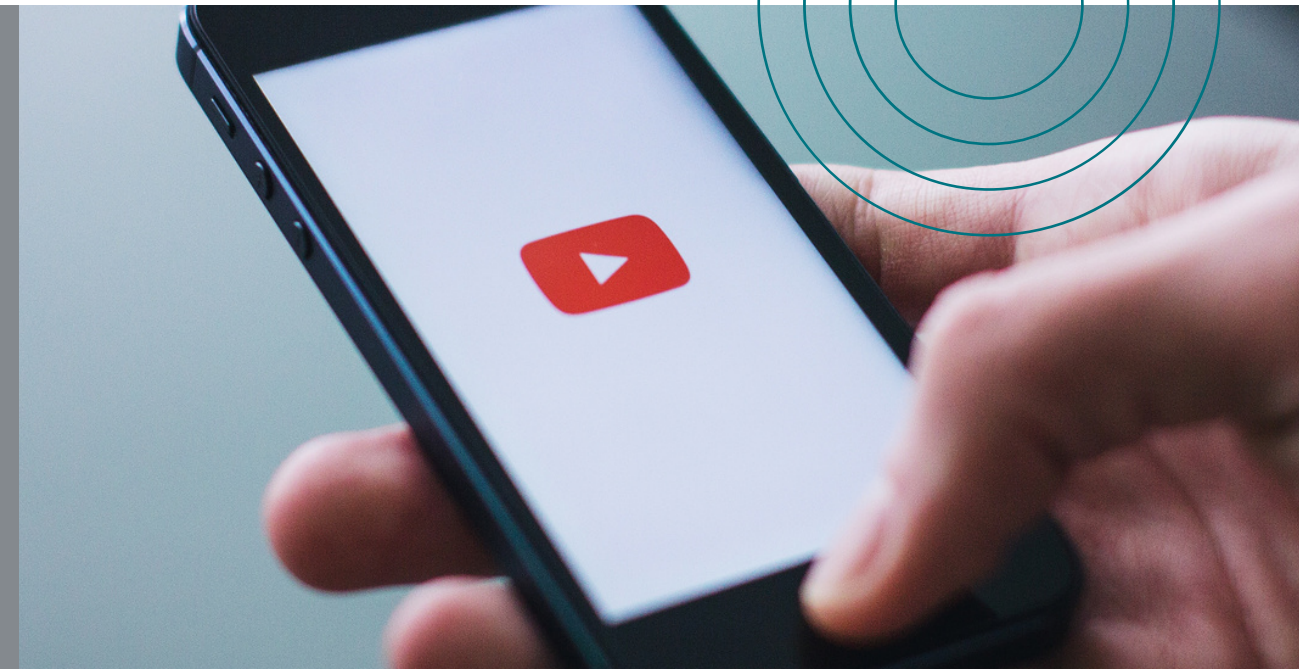
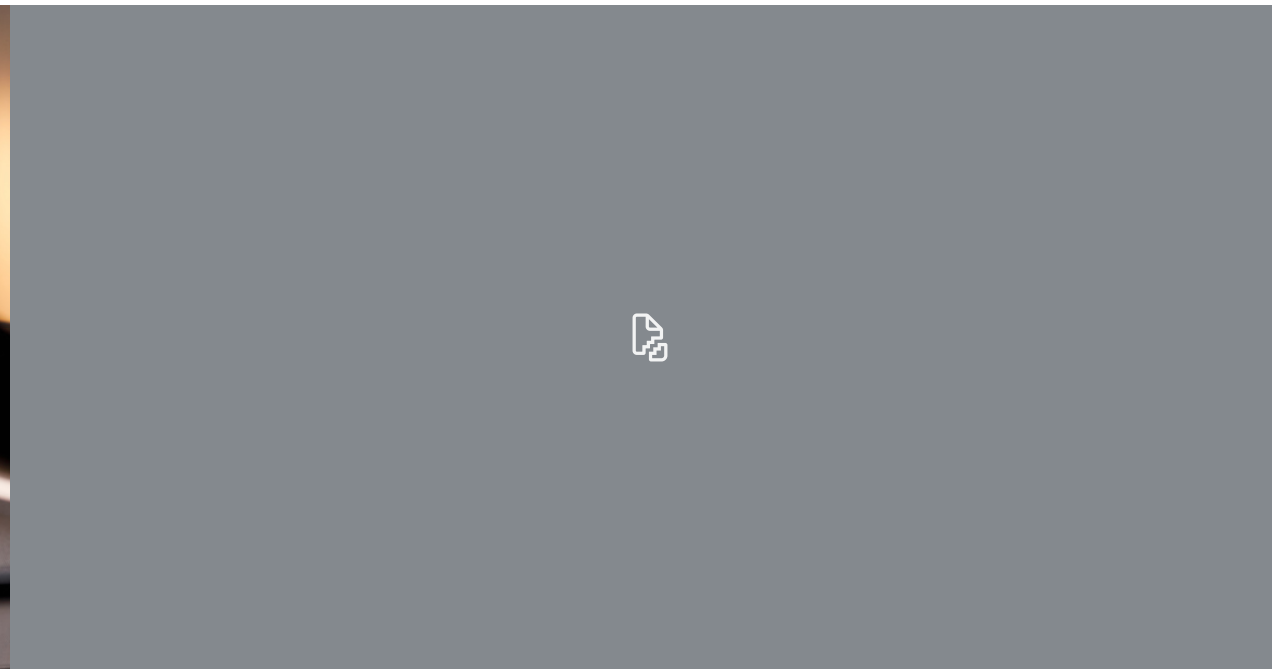


**"Focus on variety. Snapchat users like to consume stories and information in different formats so try photos, videos, graphics, emojis, selfies and selfie style videos, as well as experimenting with sound effects, music and voiceovers."**

**Jane Woodyer**



# Tools to reach customers - YouTube



## WHY VIDEO CONTENT?

If you like producing video content, YouTube is where you want to be. This platform is great for explainer content (showing your target audience how to do something or how to use your product or service), also known as "how tos".

## GREAT FOR SERPS!

Video content from YouTube also features highly in Google searches so if you're trying to get traction with specific keywords it's worth exploring whether a video could help. You can also embed your YouTube videos in pages of your website such as in a blog post or landing page, which is great for SEO.

## ACCOUNT SET UP

You can create a YouTube channel for your business by signing up using a Google account. Simply sign in and go to your channel list. Then select 'create a new channel'. Follow the steps and this will create a Brand Account for your business.



# Managing your social media channels

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One of the biggest challenges DIY marketers face is time, or lack of.

Social media is time hungry and managing your social media channels can quickly eat into valuable working hours. That's why we recommend using a social media scheduling tool to help you manage your time.

Free tools like [buffer.com](https://buffer.com) are great because they allow you to schedule updates across different channels in one go, and then you can get on with other jobs while your updates go live at opportune times.

A basic free plan with Buffer lets you schedule up to 10 posts on 3 different social media channels.

To get a free account you'll need to sign up for a free 14 day trial and then downgrade at the end of the trial.

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# Tools to engage customers

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Identifying the right social media channels will help you reach customers organically. But you can't be sure that they'll see everything you post on social media, as it depends on whether they're online and the infamous social media algorithms that dictate who sees what.

Therefore, it's important to build your own database of customers and prospects so you can communicate with them on your terms. An email marketing list gives you more opportunities to engage with customers, and away from the distractions of a busy social media feed.







# How can you get customer email addresses?

## INCENTIVISE THEM

Giving customers, and prospects, an incentive to sign up can quickly grow your email marketing list. For example, many brands give a discount if you sign up for their mailing list. Although you can change your subscription settings later, most people don't, and if the brand sends you lots of interesting and engaging emails you won't want to anyway.

## LANDING PAGE

We suggest that to get started you create a simple landing page with the sole intention of signing people up to your mailing list. You can incentivise them by offering a discount or free gift for signing up and give them plenty of reasons for not hitting unsubscribe immediately!

## FREE GIFT

Another way of building your mailing list is to offer a useful resource such as a download (like this guide), access to a webinar or an online tool, or you could run a competition. To get these resources or take part, people must share their email address which you can add to your database.

## GDPR

Please note that under GDPR you must ask people to opt in to marketing communications. Some companies make this a required field so that you have to opt in to get the resource, discount or to enter the competition. Others provide compelling reasons why a prospect should opt in.

# Landing pages for email sign ups



## WHAT IS A LANDING PAGE?

A basic landing page is a page on a website with a form so you can collect email addresses. This could be a page on your website or a page on a 3rd party Customer Relationship Management (CRM) system or email marketing tool. We'll explore those in more detail in the next section.

## YOUR INCENTIVE

With your in-depth knowledge of your target customers you should have a good idea of what they want. If you're stuck for ideas have a look at what some comparable brands or businesses do.

## IT DOESN'T HAVE TO BE ££

While many businesses will offer new customers a discount on their first order, or additional services or products, you don't have to give a cash incentive. An eBook can be just as attractive and although it may take you time to write, you can give away as many copies as you like without any further impact on your income!

## FAIR EXCHANGE

Whatever you give away in exchange for a prospective customer email address, make sure it's a fair exchange to make a great first impression.



# Tools to communicate with customers

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You'll need a system to collect email addresses so that you can then communicate with prospects and customers. There are lots of online tools that can help you do this so you don't have to use a spreadsheet for this job!

These are commonly called Customer Relationship Management (CRM) tools. They help you keep track of all interactions with customers and over time build a picture of each customer so you can personalise your communication with them. For example, if you know what they've bought from you in the past, what links they've click on from emails, what pages they've visited on your website, you can tailor your communications to their interests and history.

There are some free tools that can provide you with a basic CRM and email marketing system. We would recommend Mailchimp for anyone starting out. The free version gives you 7 marketing channels, 1-click automations, basic templates, a marketing CRM, options for surveys, and even the option to build a free website with a custom domain.



**Please check the Mailchimp website to see what features are currently part of the free plan and any limitations. Mailchimp updates these from time to time.**

# Using Mailchimp as your Marketing CRM

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Once you've signed up for a free account you can import any existing customer contact details and prospect lists if you have permission to contact them. There are 2 main options for capturing new email addresses. They are:

1. **Create a landing page.** This is a unique landing page hosted on Mailchimp where people can sign up to your marketing list. Mailchimp provides several templates to choose from so you can find one that works best for your business. This is a great option if you don't have a website or if you don't have suitable landing page templates on your website.
2. **Create a form.** If you have the tools to create landing pages on your website you can embed a form from Mailchimp. This means that when someone signs up to your mailing list on your website, their details are updated in Mailchimp and an email with your incentive can also be triggered if relevant.

Whichever way you choose to collect contact information, Mailchimp stores the details and also helps ensure you're GDPR compliant by keeping the data secure.

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**mailchimp**



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# Creating emails in Mailchimp

## TYPES OF EMAIL

The next step is to start creating emails. As a starter kit we suggest you set up the following:

- Follow up email
- Email newsletter

## EMAIL NEWSLETTER

A regular newsletter (weekly, biweekly or monthly) is a great way to build customer relationships and highlight your products and services. Consider why someone would want to receive your newsletter, what's in it for them, and make sure that whatever you include is engaging for your target customer and helps move them towards doing business with you.

## FOLLOW UP EMAIL

This is an email that is sent to your prospects when they first subscribe to your mailing list. It can be automated so that when the customer completes the form the email is triggered. You'll probably want to include the incentive or free gift you offered in this follow up email.

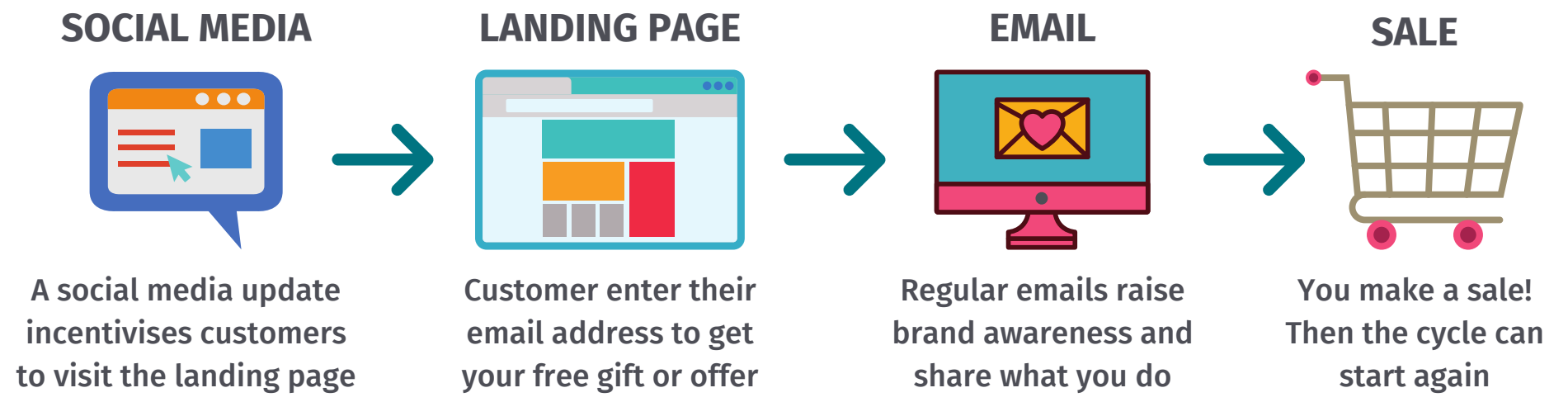
## EMAIL TEMPLATES

Mailchimp has lots of email templates you can customised and save for using time and time again. Spend some time exploring these and getting them set up using your logo, brand colours, fonts and styling.



# Tools to inspire customers

A basic marketing funnel attracts, converts and closes customers. The graphic below shows how this can be achieved using a combination of social media, landing pages and email marketing.





**To make the customer journey inspiring your marketing assets will need to look great and your messaging will need to be engaging and include clear Calls to Action (CTA).**

**Designing creative assets like social media graphics, gift certificates, email headers, downloads and other visual content can be daunting.**

**Fortunately, there are some great tools available for even those most creatively-challenged DIY marketer!**

# Free design tools - Canva

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Here at SiGNAL we love [canva.com](https://www.canva.com). We use this online design tool for all kinds of assets, including designing this guide, social media graphics, presentations, flyers and more!

The free account is very generous. Most features are available and you can often find a workaround for those that aren't. Canva includes a library of photos and 'elements' for creating your designs, some are free and others can be purchased for around £1 each if you use them in a design. So it's a very affordable way of producing professional looking marketing assets.

Canva includes lots of customisable templates for different types of designs so you don't have to start from scratch. We suggest you create some basic branded designs to start with, such as an email header for your newsletter and follow up emails and cover images for your social media profiles. If you are planning to offer your customers a download to incentivise them to sign up to your email newsletter, you can design it in Canva too!

Made in  
*Canva*



**SiGNAL**





# Free video creation tools - Lumen5

## CANVA FOR SHORT CLIPS

Canva has the option to create short 5 second video clips which are great for grabbing people's attention on social media. But sometimes you may want a longer clip and for this we recommend [Lumen5](#).

## LUMEN5 MAKES VIDEO EASY

A free plan on this nifty tool lets you create longer videos using a variety of templates, with a small Lumen5 watermark. You get access to a video library with plenty of free clips, music, and you can add your own text to engage your target customers and encourage them to take an action.

## FREE GIFT

To get started we suggest creating a short video to encourage potential customers to sign up for your email newsletter. Simply write some text sharing why they should sign up, highlighting your incentive like a discount or free gift, and let Lumen5 create a video.

## USE AUTOSUGGEST

The app will automatically suggest videos and music to illustrate your message, although sometimes the results can be a little obscure! However, it's really easy to change any clips that don't work and drop in those that do.

**We would love to see how you get on with these awesome tools!**

**So if you create an inspiring social media graphic in Canva or an engaging video on Lumen5 share it on social media using the hashtag #HubBUB**





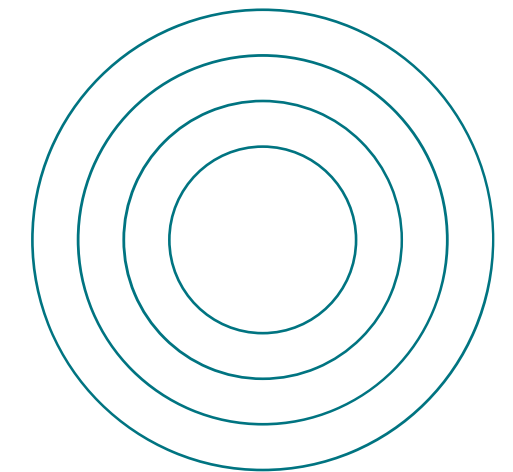
# Get in touch

Contact Team SiGNAL!

T: 01420 556335

E: [marketing@signalbordon.org](mailto:marketing@signalbordon.org)

W: [www.signalmarketing.org](http://www.signalmarketing.org)



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