

# solopreneurs marketing tips.

How to do it on your own!

Being a 'solopreneur' and the only member of your marketing department normally means you try to juggle all your tasks at once and can fail miserably with consistency.

One minute you're writing social media posts or articles and the next you're planning an email campaign or working out what's going on with analytics [and what they even mean!]

You may well have the knowledge to undertake all of the day to day marketing tasks, but there's never enough time to get it all done, and done well.

Do you find yourself wondering how you could do more, and do it better, in less time?

This guide will give you some suggestions to enable you to organise your time to better keep on top of all your marketing work.

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# goals.

First of all, you need to set your goals.

Before you can start writing email campaigns or social media posts, you need a goal, or else how are you going to know if anything is working?

For example, do you want people to:

- ▶ Download something?
- ▶ Sign up to your newsletter?
- ▶ Book an appointment?

Decide what you want to achieve, put a number on it, then you can work backwards to work out how to reach that goal.

Your primary goal may be to get more customers. If you're a new business, you can't get people to buy from you if you don't have anyone following your business. So the initial step in achieving this goal is to get more visitors to your website or social media. How? There is no magic wand. It can be hard and is not an overnight process. There are however a lot of effective ways to bring new visitors to your site or social. Including publishing high quality, relevant content or creating advertising campaigns on Google and social media to reach and attract the right demographic. We have have a free marketing guide [written for the COVID-19 pandemic, but relevant at any time!] which has ideas for streamlining your branding and content, without breaking the bank.

Setting goals is one of the most crucial elements of a one-person marketing department. If you don't know what you want to accomplish, you won't know how to achieve it, how to measure it or where to focus your time and energy.

## smart goals.

- |                               |  |
|-------------------------------|--|
| <b>S</b> — <b>specific.</b>   | ▶ Goals that are specific have a significantly greater chance of being accomplished.                   |
| <b>M</b> — <b>measurable.</b> | ▶ You must be able to measure progress. If you can't, you will not be able to determine your progress. |
| <b>A</b> — <b>achievable.</b> | ▶ This will help you figure out ways you can work towards your goal and achieve it.                    |
| <b>R</b> — <b>realistic.</b>  | ▶ Goals must be realistic - they can be realistically achieved given the available resources and time. |
| <b>T</b> — <b>timely.</b>     | ▶ Should be time-bound. If a goal is not time constrained, there's no sense of urgency and motivation. |

# be practical.

When you set your goals, remember to be practical.  
There's no point in setting a goal that is well beyond your reach.  
Ask yourself, is the goal:

- ▶ Realistic and within reach?
- ▶ Achievable given the available time and resources?
- ▶ And can you commit to achieving it?

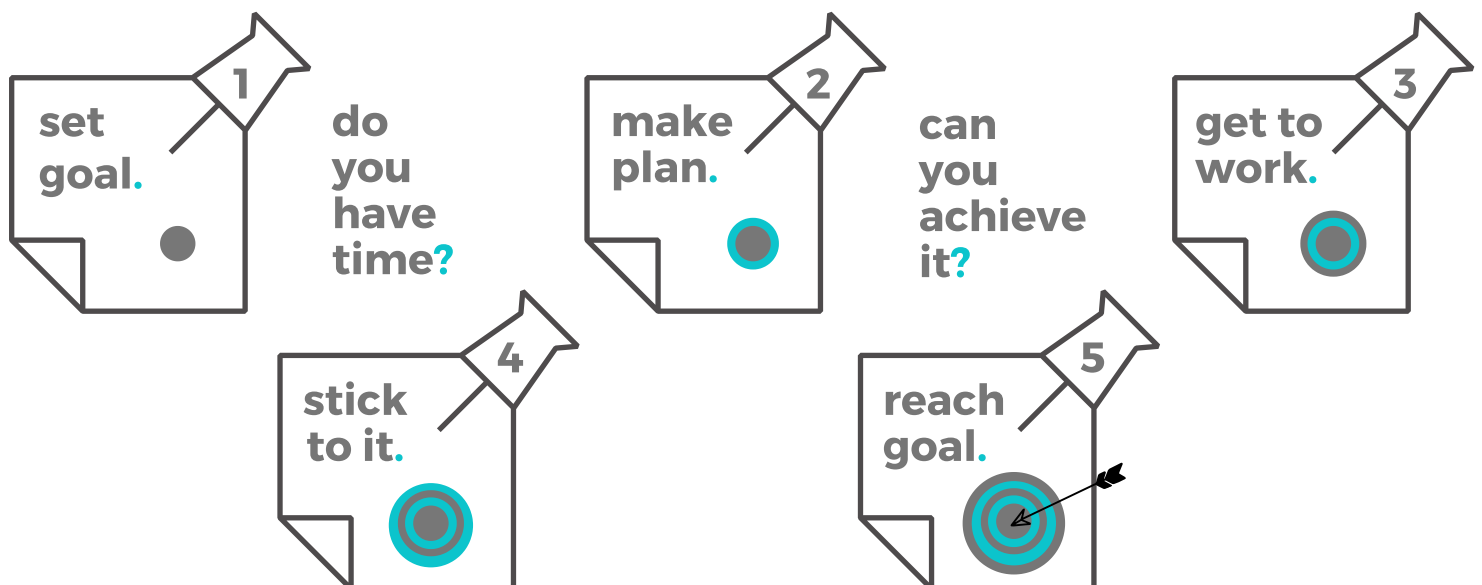
Be sensible about what you can achieve and the time frame in which you can do it. Being ambitious is commendable - just ensure you have the skills, time and budget to tie in. If you can't do everything yourself - there are professionals [like me!] who can support you.

Do you know how many hours you have available each day or week for marketing work? Work this out and then you can determine what can realistically achieve in the time you have.

If you are responsible for all the online marketing, you're unlikely to have time to manage three or more separate social media platforms, write five engaging posts and keep your website updated every week. So what can you do instead?

Work with smaller targets that you are able to meet. Focus on finding where your target audience can be found. Are they on Facebook, Instagram, Twitter, LinkedIn? The only way to achieve your goals is to reduce your online marketing tasks to what is achievable - in other words, don't try to do everything all at once, focus your attention where it's going to make a difference. Work out what is achievable and realistic for you to accomplish in a week [or whatever time frame you set].

## set goals.







## get organised.
















































































































Being organised is the key to successfully managing marketing tasks for your small business. As the sole manager of the marketing department, juggling many duties a day, you need to be organised with almost military precision! This is crucial to keeping your head above water, otherwise you'll drown in a pool of social media platforms! The big question is - how do you get organised?

You create a plan. And you stick to it. There are many tools out there to help you. Use tools like Google Docs or my personal favourite Microsoft To Do [replacing Wunderlist] to put together a weekly calendar or checklist of all your online marketing tasks - refreshing website content, blog posts, social media content, advertising and email campaigns. Once you know what you need to do, you can then create a realistic schedule to help keep you on track.

Want to get more done in less time? Consider creating separate calendars for your blog, if you have one, and social media channels where you map out your blog articles and social media posts for the week or month. If you don't blog, maybe you could start one if you have the time - it can help with your search engine ranking. You can view our sample social media content calendar below:

## sample calendar.

- ▶ Facebook, Instagram, Twitter [Hootsuite or post to  linked to  & - ▶ Website [update offers, news section, any other relevant info]
- ▶ LinkedIn & Blog [update  and write content, check & edit blog]

mon.	tue.	wed.	thu.	fri.	sat.	sun.
   edit google business 	   plan specials	   google analytics 	   schedule hootsuite 	   plan any UK day posts	   network	   research blog topics
   list blog topics	   write content 	   list site edits 	   write blog draft	   edit blog draft	   post content 	   post blog
   post signup link	   update website	   write blog draft	   edit blog draft	   research keywords	   network	   post blog
   research backlinks	   share to groups	   write content 	   draft mass email	   post content 	   update site SEO	   send mass email
   google analytics 	   network	   check for site edits	   regularly update google my business listing	   regularly check free business listings	   regularly share signup link	

## automation.

Managing various business social media platforms, creating email marketing campaigns, writing blog content and tags all takes time. You can save some time and energy with automations for some of these tasks. There are many tools out there to help you do all sorts, from scheduling social media and blog posts to sending out emails. Tools like Buffer, Hootsuite and Tweetdeck saves time by scheduling posts for social networks like Twitter, Facebook, LinkedIn and more. Free version of Hootsuite allows 3 social media accounts and up to 30 posts scheduled at a time - this is usually enough for a solo marketer for a week or two at a time!

If you send emails to your database to keep them up to date with product or service launches, special offers or educational information, you can automate this task to save time. The best email marketing tools offer automation as part of the service, so make sure you make the most of this feature. I have personally always used the free MailChimp service, and have been pleased, but depending on the size of your business, you may need to opt for the paid service. There are other companies out there though, so do some research first to see which one will suit your requirements.

## outsource.

Don't be afraid to outsource tasks to save time and energy. Although you can probably handle almost everything related to promoting your small business online, that doesn't mean you should! Consider outsourcing some of your time-zapping marketing tasks to other professionals. Think of it as building a 'virtual department' of people who are experts in their field. If you choose the right people with the right skills, you won't sacrifice quality. You'll also make more time to oversee your marketing and measure results. There are so many freelancers out there who are skilled at whatever you need, from designing and branding to website editing and content writing. For example, here at Metamorfosis, our most popular services are logo design, stationery design and website building, revamps and maintenance. Clients often remark on how much time we save them, and how much more streamlined, consistent and professional their marketing has become!

## monitor.

Having sole responsibility for marketing means that your time is both extremely limited and valuable. You do not want to waste it on strategies that don't produce results. To figure out if a strategy is effective or not, you must track your efforts and the results. This must be monitored regularly.

Google Analytics is a must. This is a free tool and it's one of the most powerful web analytics trackers for your website traffic and gaining insights on your visitors' behaviour when on your site. You will need to learn how to use it, decipher it and figure out what valuable information you can get from it - this will help you to improve your online marketing efforts.

Your Facebook business page also has a section for insights, although in my opinion, not as thorough as Analytics. If you have a business account on Instagram, you will also get some basic insights there too. We are putting together a whole other guide on tracking your Google Analytics and social media insights!

## summary.

There's always going to be something to do when you're a one-person marketing department. To be effective, you have to first set your goals, then identify and plan the tasks you need to do to achieve those goals. Get organised, outsource and automate whenever possible, and always monitor the results of your marketing efforts to make sure you're investing your time, money and energy in the right strategies and channels.



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