



SAY MORE
FULL FUNNEL MARKETING

ZERO BUDGET MARKETING

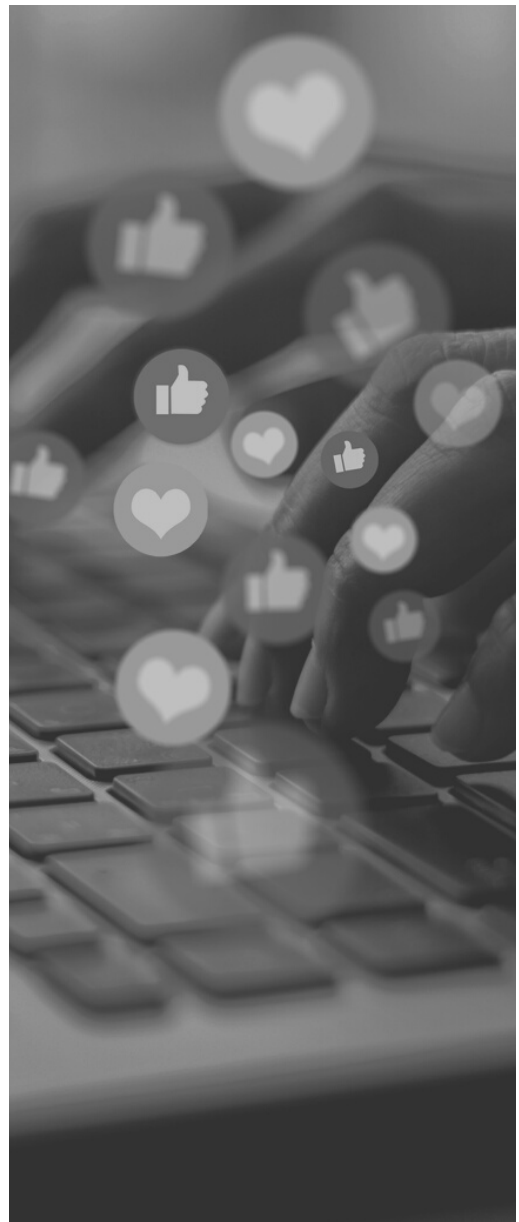
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BREAKTHROUGH
BREAKTHROUGH

SOCIAL MEDIA

Social media is a great tool when it comes to digital marketing. With the help of social media, you can reach a wider audience and tap into markets that can provide a greater conversion rate. According to research by Green Park Content, nearly 70% of millennials will make purchases online after seeing brand content. Regularly publishing content on social media can help in improving your brand engagement and expose you to a new group of potential customers. Take advantage of the latest social media trends and create content that resonates with your audience.

With the introduction of enhanced social media features, increasing your engagement does not require money; all it needs is consistency in creating content.



Social Media

Common Social Media Marketing Goals



READ MORE >>

Out of all the crucial aspects of building a startup, marketing plays the most dynamic role in its success.

Marketing is the essential kick-starter in bringing out your business in front of the world. As per stats, 56.9% of the startups have dedicated marketing teams. At the same time, the most commonly used way of marketing is through social media.

These numbers are enough to prove that marketing, especially social media marketing, can take your startup to new heights if executed correctly. Moreover, various new trends have emerged to make your SMM campaign a lead booster.



Social Media Marketing For Startups: A Beginner's Guide

SOCIALPILOT.CO

CONSISTENT BLOGGING

There has never been a better time for businesses to include blogging in their marketing strategy. Not only does blogging drive website traffic and promote your products and services, but it also helps you build trust with your potential customers. **Blogging has several tangible benefits:**

Drives traffic to your website <> Provides social media content <> Converts traffic into leads <> Helps with link building

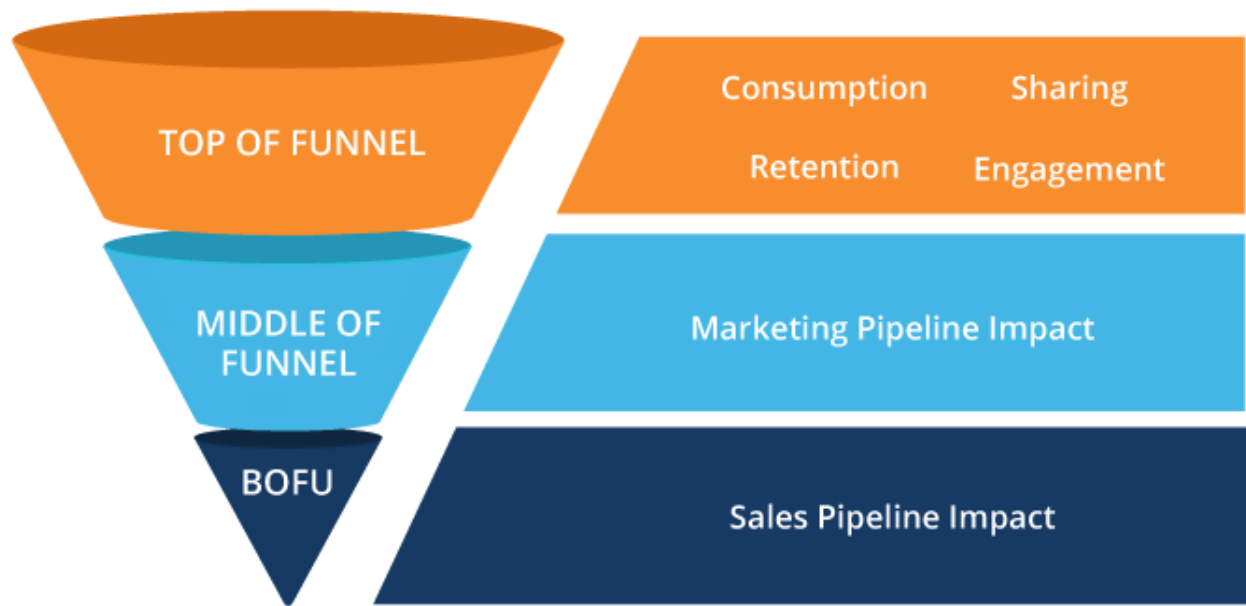


When you create your content plan for the rest of the year (it's better to see things clearly early on and then add to what you've already planned as you move forward), you have to identify the goals that you want to achieve.

These business-focused metrics help you define your content & blog goals:

- Brand awareness and recall
- Audience engagement
- Web traffic
- Search engine visibility
- Lead generation and nurturing
- Customer retention
- More ROI from marketing

Blog



BLOGGING & THE SALES FUNNEL

The **top funnel** describes awareness. How do you attract your customer's attention using your blog? This is where you feed them bits of valuable information that answer specific relevant questions about a concept where your product can play a significant part. Simply put, it's a little bit of soft-selling minus the advertising.

The **middle funnel** is where a customer considers your offer. This is the part where the customer is sold on the idea you're selling and the content you produce to answer their questions. The transactions in this funnel are in the form of social media follows and engagement when you demonstrate your value and expertise enough for them to follow you online.

The **bottom funnel** decides whether or not the customer is up for a purchase of some sort. After following you on social or opting into your email list, the customer is ready to receive product-specific information since they already trust you as a brand. This is where the money comes in with purchase from people who know and trust your brand.



5 Stages of the Blog Sales Funnel & How to Use Them

BLOGGINGWIZARD.COM

EMAIL MARKETING

Email is the ONE direct connection you have control over with your audience.

The rules and algorithms for social media platforms are always changing, right? You could put all of your eggs into the Facebook basket and then Facebook could kick the bucket tomorrow. (Not likely, but still!)

Your audience is way more likely to see your e-mail than your social media post. You probably already know how distracting social media can be when it comes to all of the endless notifications, plus many platforms choose which posts are the most “important” for you to see.

But your email? It will be patiently sitting in the inbox, just waiting to be opened!





EMAIL IS PERSONAL.

EVEN IF YOU'RE WRITING TO A LIST OF 15,000 PEOPLE, YOU CAN (AND SHOULD) MAKE IT FEEL AS THOUGH YOU'RE TALKING TO JUST ONE PERSON. EMAILS ARE A WONDERFUL OPPORTUNITY TO CONNECT WITH YOUR AUDIENCE AND BUILD A RELATIONSHIP WITH THEM, WHICH IS WHERE THE WHOLE TRUST THING STARTS TO DEVELOP.

Having a relationship and trust is essential for most buyers to move towards a purchase. Email marketing gives you more opportunities to dazzle your prospective customers with helpful content and high-value expertise.

CONTENT + EXPERTISE = EFFECTIVE LEAD GENERATION

GETTING STARTED: Not knowing where or how to get started with your email list building can be discouraging. But there are a few questions you can answer to have all the information you need to effectively grow your email list with little to no financial investment. Consistently working on a realistic and manageable plan is your clear path to success.

Download and work through the “Getting Started Workbook” below to get answers to these questions:

- ✓ Who is my ideal customer?
- ✓ How can I help them (other than selling)?
- ✓ What is my list size goal?
- ✓ What email marketing service am I going to use?
- ✓ What is my welcome email going to say? Deliver? Promise?
- ✓ How often and what will I send to my subscribers?
- ✓ How will I continue to provide value in future emails?



GETTING STARTED - Email List Building Workbook





















SAYMORESERVICES.COM

BLOG GUEST POSTING



READ:

List of 350 Free Guest Posting Sites for 2022

 SEO Blogs	 Blogging Blogs
 Marketing Blogs	 Business Blogs
 Social Media Marketing Blogs	 Email marketing Blogs
 Technology Blogs	 Digital Marketing Blogs
 Entertainment Blogs	 Web Design & Development Blogs
 Health / Fitness Blogs	 Finance Blogs
 Travel Blogs	 Photography Blogs
 Food Blogs	 Fashion Blogs
 Dogs / Pets Blogs	 Education Blogs
 Political Blogs	 Make Money Online Blogs

DOWNLOAD: [Guest Posting Tracker \(Google Sheets\)](#)

THIS IS ME! VLOGGING

Vlogging is the visual way to go about marketing your brand. Plus, you get to show some of your personality in there, too. This way, you are putting out truly unique content.



Reading and posting videos of yourself is no small thing, and you might get cold feet thinking about putting yourself out there and getting exposed. But despite all that, it's still an exciting path to take. It will be necessary for use to come out of our comfort zones every once in a while.

Since you're never going to be 100% ready, take out your cell phone or tablet and JUST DO IT. Like learning anything else, get in your reps, and refine things along the way, just don't sweat it too much. Because, once your business is all grown, there won't be much space for trying new things, making mistakes, or testing strategies.

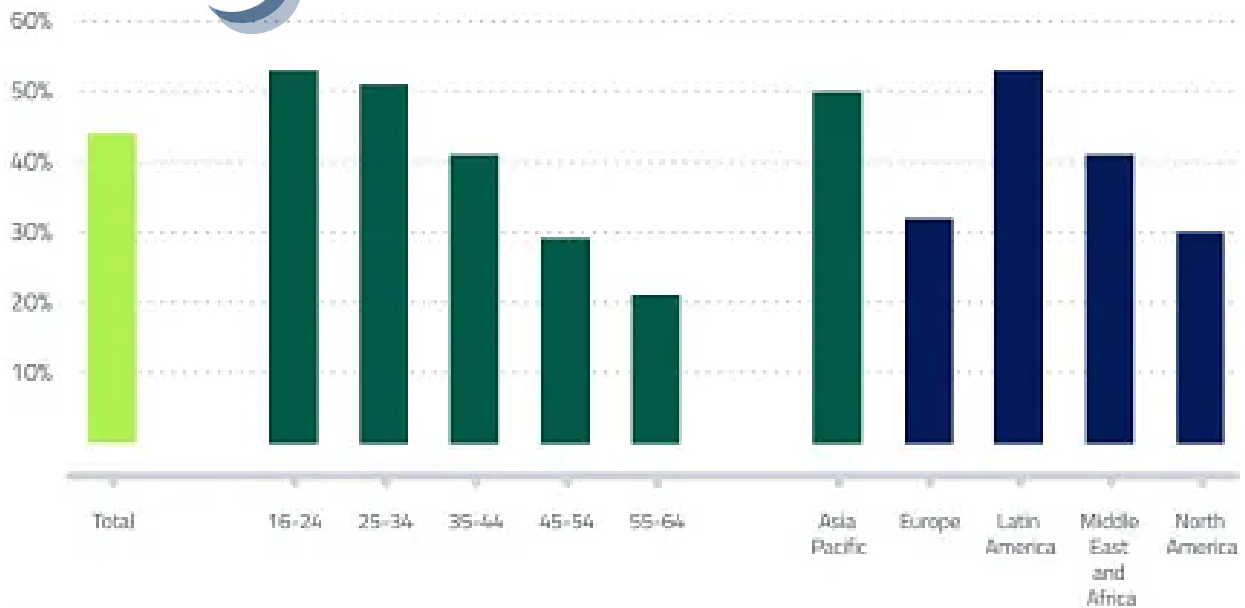
Look for a concept. What will your setting look like? What will reflect your branding on your marketing video?

Research competitors. Search Google, YouTube and social media to find what competitors are **NOT** doing in their videos to find a space you can get in and take over.

Vlog

ENGAGEMENT WITH THE VLOGS

%total vlog watched time



Shooting marketing videos involves both planning AND production - especially on zero budget.

Planning matters:

- Decide on the frequency of new video releases for consistency.
- Map out the content you'll be covering over the first 10 weeks.
- You need to stay ahead but not too much - stay current and update videos.

Production matters:

- Use the best camera you can get your hands on and a tripod. To keep the zero marketing budget going, borrow from friends until you can upgrade.
- It's best to have a second pair of hands to help with filming.
- Depending on the camera, if there is no microphone jack on your camera, you'll need to record sound in a different device. You'll be able to join the two files (audio + visual) on your video editing software.



How to Vlog - 7pg PDF Guide

ELENA TABER

BONUS ZERO BUDGET TIPS

Here's some bonus tips for those with zero marketing budget whether you are just starting out or want to explore your options and take it slow as a new business.

POST ON QUORA

Quora is a site where users can post questions and get answers about almost any topic. Once you sign up you get to select a number of topics you are interested in, much like on Pinterest. Then, your news feed appears with a long list of the most upvoted answers to the questions from all the fields of interest you selected earlier (Top Stories).

To raise awareness about what you do or what you specialize in, you can start adding comments to threads on relevant topics in your field of expertise. This outreach task is quite demanding to squeeze in your schedule along with everything else, but that is the perfect reason why by doing it you can outperform lazier competitors and shine as the best (upvoted) answer for questions that show your expertise for years and years of curious eyes.

DOWNLOAD: [Quora for Business - 10pg PDF](#)

READ: [7 Powerful Ways to Market Your Store on Quora \(without a Budget\)](#)



BONUS ZERO BUDGET TIPS

LEAVE COMMENTS ON POPULAR RELEVANT POSTS

Find relevant blogs, bloggers, and influencers and leave comments below their most successful blog and social media posts. Remember to go for an original piece of feedback every time, don't write one-word comments, these look spammy and forced. Instead, take your time to craft a comment that is spot-on and gathers approval and upvotes by other users too.

Your goal is to raise awareness about what you do. So set up an account and switch your profile picture for your business logo or a very characteristic photo of yours (don't worry, you can always change that later).

ASK FRIENDS TO POST ABOUT YOU ON SOCIAL MEDIA

Before or after you get your proof of concept you can call in your biggest fans. Your unconditional followers. The people who will stand up for you and what you do, the ones who would bet in your favor, who would support you on your way to owning the game; your friends.

If they are in the same industry as you or know many people who are potentially interested in your offering, then they can help you out. For example, if you know a vlogger with a decent following, record a video with them. Ideally, your friends can then share your video with their friends.

Make sure you have your blog or website in place so that when users start flocking to your URL, you are all set up with your offers, popups and subscription forms in place.

Don't ask your friends to publish your content at the same time; a slow roll-out phase to make improvements along the way works better.

BONUS ZERO BUDGET TIPS

TARGET YOUR FAVORITE INFLUENCERS

Write about your favorite influencers– you’ll be surprised at how easy it is to create something, tag your inspiration, and get noticed, shared, reposted, or featured!

If something you are doing was inspired by an industry leader or influencer, follow and tag them. You could possibly get noticed, featured on their accounts, and even get a conversation going in the comments.

FIND COMMISSION ONLY SALESPEOPLE

Commission only salespeople have all the characteristics of the perfect side hustlers. For salespeople, it’s easier to increase their job prospects and work for more employers at the same time. **They are more highly motivated because their commissions are higher than those of hourly or affiliates.**

One of the much-envied pluses of this structure is that they can work their own schedule. Some of them could be working a 9-5 job and have these sales as a side gig. To keep your commission-only program competitive, stay ahead of the curve, and grow faster, design an inverse pyramid program: allow salespeople to quickly grow to higher commissions, keep them hungrier, keep them inspired, and keep them self-motivated.

You might find your future partners or colleagues here! This way, you are earning partners without paying them yourself, but simply by splitting the earnings (which you wouldn’t have if it weren’t for them). At the same time, you are growing your user base faster than ever.

BONUS ZERO BUDGET TIPS

SUBMIT PRESS RELEASES

A press release is a fantastic medium to share news about a new product or feature to media organizations in your industry. But here's the thing. It costs an organization little to nothing to create a press release and distribute it to various media outlets.

Finding the right content angle is extremely crucial when it comes to press releases. A food delivery app could publish annual press releases listing the most popular cuisines among its customers. A press release from a hairstylist can talk about the most sought-after haircuts or how pop culture trends (a movie star's look in a new movie, for instance). A tool you can use for your press releases is [PRNEWS.io](https://prnews.io).

RESOURCES

READ: [10 Free Email Marketing Services to Save Money in 2022](#)

READ: [50 Free Google Tools for Business](#)

READ: [Best Free Small Business Apps for 2022](#)



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