Top Tips For Marketing Success

with

ANGEL BLUE MARKETING

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In this electronic age, there are many ways to ensure your name gets out into the marketplace, but the best success starts with you.

Be passionate about what you are doing. If you are having a great time doing what you do, it will reflect onto your clients and they will be drawn to you. Always remember why you created your business in the first place and build around that.

Find a way to be different from your competitors. Do some research or call Angel Blue and we'll do the research for you! If every other *beauty shop* in your area has a quarterly flyer with their specials on it, find a way to set your business apart and send a brochure with articles and tips instead!

Keep your ego in check. Be confident, but don't go overboard. If YOU think you're too good – chances are, so will potential clients. And let's face it, no one wants to work with someone who thinks the sun shines out of their ...

If you say you are going to do something, do it!

Remember, the customer is always right. Listen to what your clients want and give advice or suggest new options, but be mindful they are the ones paying you to do a job. Not the other way round.

Marketing IS imperative - getting your name out there to potential clients, and keeping in touch with current clients on a regular basis, these are the keys to developing relationships and keeping long-standing ones.

Be consistent with your marketing. Branding is important. Keep your templates the same and make sure you keep your marketing regular. If you want to send an enewsletter, make sure you send it at the same time every month/week. People will come to expect it.

Say "thank you".

If something doesn't work, take a deep breath, and try again.

Failure is not an option. If you think you will fail, chances are you probably will. So get out there, do everything right, smile, work hard and enjoy the ride.

BELIEVE IN YOURSELF!

In the following pages we share with you the knowledge we have experienced, researched and believe that will help you on the right path to marketing success for your business.

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ONLINE MARKETING

TIPS FOR MARKETING YOUR BUSINESS ONLINE

We live in a tech-driven world, and for marketing, social media dominates everything. To make your company stand out you need to be all over social media, to gain the attention of new and existing customers. If you don't have a clue what you are doing, here are a few simple tricks to help you along the way. For the more difficult tasks, like creating specific content, and creating marketing campaigns, maybe you need to get professional help.

1. **Respond** as soon as possible to a social media query, with the same preference as answering a phone or responding to an email. Your customers are online. To capture them, you need to be online with them.

2. **Twitter** is a very popular channel of communication. It's a great way to build a following and keep in contact with your customers. However, it can be tricky as it limits your posts to 140 characters, and it's fast-paced. If you can keep up, it's an excellent way to build your business.

3. **Facebook**'s algorithms now make it quite difficult for brands to get exposure, unless you pay for it. Short, simple and eye-catching posts are the best way to stand out. Try asking questions of your customers to increase the ever-so-important one-on-one interaction. Experiment with Facebook ads, too. You'll be surprised how quickly your name gets out there.

4. **Content** is king. Use images when you can. It doesn't matter what it is -- a photo of a favourite celebrity, a pretty landscape, a colourful infographic or a fun GIF. Once your image has caught their eye, the viewer will be looking for the content behind the photo. Provide content that will make them want to click, and you're on to a winner. Trial & Error is key here. If all else fails, use a photo of a cute puppy.

To **keep your audience engaged**, you need to be engaging as well. Tell a story, share a blog post, run a cross-media competition, use unique #hashtags and ALWAYS link back to your website. Follow a few of these guidelines the next time you post on your socials, and see the results change.

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WHERE TO MARKET YOUR BUSINESS ONLINE

Online marketing can be daunting if you don't know what you're doing. It's easy to waste money on the wrong types of advertising.

DOWNLOAD OUR EBOOK TO READ MORE!!!

Includes (and more!):

Copywriting:
What is copywriting? / Tips, Myths / Types of copywriting / Why is copywriting important?

Blogging:
Importance of blogging / What to do, What not to do / How to write a great headline / Why photos are important / Where to find blog topics online

Social Media Marketing
Why is social media imperative / How often should you post / Importance of hashtags / Facebook / Twitter / Instagram / YouTube

Research
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The most important thing is to **be honest in your work and just love the work.**

You will be successful.

written by

TARA TYRRELL & SHANE DOWNEY

EDITED BY SUE DOWNEY

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