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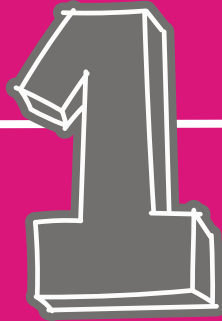
# Understand your marketing position as a small business



## **Sayers Solutions' 9 step guide**

Assess where your business stands in the market  
compared to competitors and  
how effectively it reaches and resonates with customers.





# Identify Your Target Audience

- Who are your ideal customers? Demographics, interests, behaviors
- What problems does your product/service solve for them?
- Where do they spend their time online and offline?



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# 2

# Analyze Your Brand Positioning

- What makes your business unique? (USP – Unique Selling Proposition)
- How do customers perceive your brand?
- Compare against competitors: Are you seen as high-end, budget-friendly, innovative, or traditional?



# Evaluate Marketing Performance

- Website traffic and conversion rates
- Engagement on social media (likes, shares, comments)
- Email marketing open and click-through rates
- Sales generated from marketing efforts



# Conduct a Competitor Analysis

- Who are your direct and indirect competitors?
- What are they doing well in marketing? (SEO, ads, content, promotions)
- What gaps exist that you can fill?



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# 5

# Assess Your Market Share & Brand Awareness

- How well-known is your brand in your industry or local market?
- Are customers choosing you over competitors?
- Measure mentions and searches for your business online.



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# 6

# Calculate Your Marketing ROI

- Compare marketing costs to revenue generated.
- Track which channels bring the most customers (organic search, social media, paid ads, referrals).





# Monitor Customer Retention & Loyalty

- How many customers return to buy again?
- Are they referring others?
- Use metrics like Net Promoter Score (NPS) and repeat purchase rate.







# Create an Action Plan

- Focus on what's working and invest more in it.
- Improve or cut ineffective marketing strategies.
- Adjust messaging based on customer feedback and data insights.





# Join the Club

## & Elevate Your Marketing Strategy!

**Looking to refine your marketing strategy and gain insights from fellow small business owners?**

Join our small business marketing and strategy Club this month for weekly sessions packed with peer discussions, expert tips, and real-world strategies.

**Don't navigate marketing alone—connect, collaborate, and grow with us!**

- ✓ Engage in powerful peer discussions
- ✓ Learn proven marketing tactics
- ✓ Get actionable insights to grow your business



Weekly Sessions |  Interactive Peer Discussions

Sign up today and take your  
marketing to the next level!

