



Huachuca City Library
Digital Literacy Center

Marketing Your Small Business

10 Tips for Success

1. **Use consistent branding and messaging.**
2. **Manage your listing on Google My Business.**
3. **Have a web presence.**
4. **Use social media.**
5. **Answer email and other messaging PROMPTLY.**
6. **Manage your reviews.**
7. **Track your contacts and FOLLOW UP.**
8. **Do direct marketing.**
9. **Use appropriate advertising.**
10. **Focus on where you will get the most impact – you can't do it all.**

BONUS: Set goals and measure your progress.

Useful Links

- Google My Business
www.google.com/business
- MailChimp (email list management)
www.mailchimp.com
- Free usable clip art
WP Clip Art
www.wpclipart.com
Open Clip Art Library
www.openclipart.org
- Free usable photos
Flickr (set search to Creative Commons-licensed photos)
www.flickr.com
Wikipedia
www.wikipedia.org
Wikimedia Commons
<http://commons.wikimedia.org>

Popular Social Media Sites



Facebook – www.facebook.com – MOST IMPORTANT for small biz marketing



Twitter – www.twitter.com



Instagram – www.instagram.com (pictures)



LinkedIn – www.linkedin.com (biz to biz)

Post regularly!

Local social media

facebook.com/HuachucaCityLibrary
facebook.com/HuachucaCityAZ
facebook.com/friendsofhuachucacity
facebook.com/huachucacityschool
twitter.com/CityShelter
twitter.com/Fort_Huachuca
twitter.com/myheraldreview

Have questions? Visit the library during a Digital Drop-in session, or call us at (520) 456-1063.