

Small Business Marketing Strategy on a Budget

-by Dave Orecchio – Bristol Strategy Inc.



During a recent Smarketing Connect event, Susan McKenney interviewed Dave Orecchio. The question came from the viewers and it relates to the challenges small business owners have marketing their businesses online.

The question Susan asked is: **Marketing strategy can be almost overwhelming for small businesses with limited resources, what is the simplest version of a digital marketing strategy that can be implemented by an owner?**

Watch the video interview of Susan's question and Dave's answer here: <https://youtu.be/LiiUXpCOlpo>

The viewer asked a great question. Let's first focus on the problem. Small business owners have a lot of challenges when they're marketing their business. They're trying to attract leads to their business can grow. They know that nowadays the prospects are shunning business outreach. So, they know they need to attract prospects to their website and business when they need their products or services. The most important strategy is to focus on the content that they place on their website, while focusing on the problems that their business solves and that differentiated their business. Most importantly, the problems that your clients are willing to pay for because they are the most important issues.

Now that seems like an obvious answer, but if you think about it, 80 percent of all google searches are informational. Therefore, the vast majority of internet searches are educational. People looking to solve problems that they have. Businesses must focus their strategy and the content they create about the



problems they solve. Secondly, they need to put that content on their website in a way that attracts, converts and nurtures visitors down their sales pipeline, until they ask for a call with you.

What I am describing is a digital funnel. People can learn about that from a resource on the Bristol Strategy that demystifies and defines a digital funnel. The link to this resource is <https://bsi.tips/inboundfunnel>.

To learn more about small business marketing, also check out this article titled "[Lead Generation for B2C: What You Need to Know Now.](#)"

