

50 marketing ideas for your small business



**SHINE
BUSINESS
ACADEMY**

shinebusinessacademy.com



Welcome to 50 marketing ideas

Marketing your business doesn't have to feel overwhelming.

Many small business owners believe they need to be on every social media platform, post every day and constantly come up with new ideas. The truth is, effective marketing is about consistently taking simple actions that help more people discover your business, trust what you do and choose to work with you.

This guide contains 50 practical marketing ideas you can use to promote your business. Some focus on social media, while others will help you grow your email list, build relationships, improve your website, encourage referrals and connect with more potential customers.

We hope this guide gives you fresh inspiration and helps you market your business with more confidence.



SO GRAB A NOTEBOOK AND HIGHLIGHT YOUR FAVOURITES IDEAS

YOUR MARKETING PLAN STARTS HERE!

Thanks so much for downloading our printable we are excited to support you to market your business

Shine Business Academy



50 IDEAS

How to use this guide

This isn't a checklist to complete in one weekend or in a month—it's a resource to come back to whenever you need fresh marketing inspiration.

Here's how to get the most from it:

- Make it your own, go through the list and highlight things that you could do easily, would enjoy doing and what would be helpful for your customers
- Adapt each idea to suit your business, your audience and your personality
- Choose one idea each week. Focus on doing one marketing activity well rather than trying to do everything at once
- Stay consistent. Small actions taken regularly will have a much bigger impact than occasional bursts of activity
- Keep track of what works. Notice which marketing activities generate the most enquiries, customers or engagement, and do more of those
- Repeat your successes. You don't need a new idea every day. If something works, use it again in a different way.

The most successful businesses aren't the ones doing the most marketing—they're the ones doing the right marketing consistently.

Pick one idea, take action today and keep building momentum. Your next customer could be closer than you think.



50 IDEAS

When you enjoy what you're doing you will make so much more progress and the whole process will feel easier!

Social Media Marketing

1. Share a customer success story
2. Record a behind-the-scenes video
3. Answer a frequently asked question
4. Create a carousel teaching one tip
5. Share a client testimonial

Email Marketing

1. Send a weekly newsletter
2. Share your latest blog with your subscribers
3. Tell the story behind your business
4. Recommend a favourite product or service
5. Include a clear call to action in every email

Build Your Email List

1. Create a free downloadable guide.
2. Offer a useful checklist.
3. Create a free planner.
4. Offer a free video or workshop.
5. Promote your lead magnet every week.

Dreams become plans when you take action — one small step at a time



50 IDEAS

Website Marketing

1. Update your homepage
2. Add more customer testimonials
3. Improve your About page
4. Add a clear call to action
5. Start a blog

Networking

1. Attend a networking event
2. Invite someone for a virtual coffee
3. Join a local business group
4. Follow up with past contacts
5. Introduce yourself to another business owner

Referrals

1. Ask happy customers for referrals
2. Create a referral reward
3. Thank people who recommend you
4. Ask for introductions
5. Follow up with previous clients

You don't need permission to build the life you want —
just the decision to begin

50 IDEAS

Collaborations

1. Partner with another business
2. Go Live together on social media
3. Create a joint giveaway
4. Write a guest blog
5. Feature another business in your newsletter

Customer Relationships

1. Check in with previous customers.
2. Send a thank-you message.
3. Celebrate customer milestones.
4. Ask for feedback.
5. Share customer success stories.

Increase Your Visibility

1. Speak at an event
2. Be a podcast guest
3. Write a LinkedIn article
4. Submit a press release to local media
5. Sponsor a community event

PR and community marketing

1. Write a guest article for a local magazine, blog or industry website
2. Offer to speak at a community group or online summit
3. Run a free workshop or webinar to showcase your expertise
4. Ask a local business to display your leaflets or recommend your service
5. Enter a local or industry business award to increase your visibility and credibility

50 IDEAS

Turn Ideas into a Marketing Plan

Having lots of marketing ideas is a great start, but the real results come from putting them into a plan. Instead of choosing ideas at random, set aside time each week to decide which activities you're going to focus on. Think about your goals, your audience and what you'd like to promote, then choose a mix of marketing activities that work together.

A simple weekly marketing plan helps you stay consistent, makes marketing feel less overwhelming and ensures you're always taking purposeful action to grow your business.



Use this space to make some notes, this



**Success is not the key to happiness.
Happiness is the key to success.**

If you love what you are doing, you will be successful.

- Albert Schweitzer

NEXT STEPS

We hope these 50 marketing ideas have inspired you to think differently about promoting your business.

Remember, successful marketing isn't about doing everything. It's about consistently doing the right things. Market your business each week, make it part of your routine and focus on building genuine relationships with your audience.

The businesses that grow aren't always the ones with the biggest budgets or the largest followings—they're the ones that keep showing up, adding value and staying consistent.

One small marketing action today could lead to your next customer tomorrow.

Shine Business Academy

If you have any questions please email us at:
hello@shinebusinessacademy.com



facebook.com/shinebusinessacademy



[@shinebusinessacademy](https://www.instagram.com/shinebusinessacademy)

