

THE ULTIMATE
SMALL BUSINESS MARKETING
GUIDE



20 HIGH-RETURN METHODS
TO GROW YOUR COMPANY IN 2021

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Table of Contents

Introduction	3
1. Improve Your Google Rankings with White Hat SEO	4
2. Optimize Your Landing Pages and Dramatically Boost Your Conversion Rate	6
3. Redesign Your Website to Maximize the Conversion Rate for Visitors.	7
4. Use a Sales Funnel Strategy to Boost Conversion	8
5. Create High-Quality Articles or Blog Posts to Attract New Clients.	9
6. Use a Lead Magnet to Dramatically Grow Your Prospects	9
7. Promote Your Business to People Looking for You on Google	11
8. Get Your Message in Front of 2.6 Billion People with Facebook.	12
9. Use Remarketing to Follow Potential Clients as They Move Around on the Internet	13
10. Leverage the Power of Online Videos to Better Showcase Your Brand	14
11. Engage Your Website Visitors with an Automated Chatbot	15
12. Use Customer Review Websites to Further Establish Authority	16
13. Command Your Campaign and Boost Sales with Email Marketing	17
14. Send Response-Focused Direct Mail Letters and Postcards to Win New Clients	18
15. Turn Prospects into Clients with Sales/Marketing Kits	19
16. Take Advantage of Social Media Platforms	20
17. Use Press Releases to Enhance Your Brand and SEO	21
18. Take Your Authority to the Next Level by Publishing a Book	22
19. Speak at Organizations and Special Events to Softly Promote Your Offerings	23
20. Use Reputation-Building Advertising to Boost Your Company's Credibility	24

Introduction

Over the past several years, much has changed in the world of marketing. The events of 2020 and early 2021 have thrown the importance of sound growth initiatives into sharp relief. **Knowing how to communicate who you are and the value your business provides has never been more critical.**

The list of potential starting points for someone looking to grow their company is vast. We understand how paralyzing it can sometimes feel when exploring marketing strategies and trying to select ones that work. This is one of the main reasons that we created this guide.

In the following pages, we share with you 20 of today's most impactful, high-ROI growth initiatives for small businesses. Our goal is to give you simple, actionable advice that, if implemented correctly, will help you substantially increase your sales and income.

To that end, this guide covers marketing methods that have proven their worth in delivering profitable sales. To be sure, an “easy button” doesn't exist when it comes to increasing a company's sales and income—anyone who guarantees you fast and easy growth is either naïve or disingenuous. Sustainable business growth requires continuous and sometimes tedious hard work.

Nonetheless, we believe that any small business owner or manager can significantly improve their numbers next quarter and far beyond by taking action on the straightforward, time-tested strategies and tactics outlined in the following pages. So, without further ado, let's get started.

1. Improve Your Google Rankings with White Hat SEO

Visibility is everything when it comes to marketing. Good SEO is one of the best ways to get more eyes on your brand, products, and/or services. For the uninitiated, SEO (search engine optimization) describes how businesses can rank their online content higher when potential clients conduct Google searches.

White hat SEO means you're playing by the rules. It keeps you in line with Google's (and other search engines') terms and conditions, and it gives you the best chance of achieving enduring success. With Google's mind-boggling AI capabilities, trying to gain high search engine rankings via shady, black hat means is not an intelligent approach. Short-term ranking boosts can have devastating long-term consequences.

The Three Pillars of SEO

SEO is a rich, infinitely complex topic. Within this brief guide's scope, we will touch on SEO's three most important elements. If you nail these three tactics, your content will be well on its way to higher visibility. The pillars are:

1. Discovery
2. Relevance
3. Authority

Discovery

Discovery relates to the "classic" SEO with which many people are familiar. It's about identifying practical, unique keywords that you can use strategically throughout your online content. These keywords tell Google that your content is the right fit for peoples' searches.

Relevance

People also ask	
What are the four major growth strategies?	▼
What are the strategies for business growth?	▼
What are the major growth strategies?	▼
What are the three basic business strategies?	▼

Feedback

Have you ever asked a question on Google and seen a shortcut with content like this? These sites have crafted their pages for relevancy, meaning that Google knows these pages are likely to have the answer to the searcher's question.

Another factor that influences relevancy is traffic to your site and how many other websites link to your content (i.e., backlinks). You can build backlinks in many ways, one of the most sustainable of which is to produce stellar content.

Authority

Our last pillar is authority. Perhaps the most critical aspect of good white hat SEO is creating high-quality content that's genuinely informative and factually accurate. Quality and usefulness should be the starting point of any good online content. These values will help to establish your business as a name upon which your target audience can rely. Your credibility and reputation should be your top priority.

White Hat SEO - Our Takeaway

You can do a lot of work yourself to optimize your online content; however, hiring a professional to help is often a smart thing to do. A trained SEO specialist understands how to find keywords that will pull their weight and craft shareable content that can begin to build backlinks for you.

Google offers a great, free keyword research tool for its advertisers that is definitely worth using. Two excellent paid resources to get you started in finding keywords and executing SEO are [Semrush](#) and [Ubersuggest](#). For those looking to delve deeper into SEO best practices and find out more about industry developments, searchengineland.com provides timely information.

2. Optimize Your Landing Pages and Dramatically Boost Your Conversion Rate

When building a landing page for your site, the primary aim is to turn as many visitors as possible into satisfied, paying clients (maximize your page's conversion rate). This goal should influence every aspect of how you craft your landing page.

There is no "correct" way to nail your conversion rate. That said, it's good to keep some general rules in mind:

- 1. Your site MUST be easy to navigate.** Ecommerce and online information are convenience-focused and increasingly streamlined, as attention spans and patience are at a premium. How to get to the next step on your site should be immediately apparent to your visitors.
- 2. Testimonials sell products and services.** A genuinely well-reviewed offering sells much more easily than slick marketing language. Try to cultivate organic, positive testimonials and put them front and center on your landing page.
- 3. Offer only quality products or services.** You could ace every other aspect of landing page optimization, but you'll still experience low conversion if your offering isn't up to scratch. The quality of your product or service reigns supreme.

Landing Pages - Our Takeaway

The next time you find yourself on a company's landing page, pay attention to how well they "funnel" you towards becoming a buyer. Look out for the points we described above, as well as directional cues and simple information forms.

3. Redesign Your Website to Maximize the Conversion Rate for Visitors

With what we've discussed about landing pages in mind, it's worth taking this same approach with your entire website. Not every website needs a complete overhaul, but you might be surprised by the difference a few small tweaks can make.

One best practice is to follow the same guiding principle as before: **your site should be designed to convert as many visitors as possible into paying clients.** The site should be simple and easy to navigate, with prominent testimonials and compelling offers. Looking at the websites of successful competitors inside and outside your geographic market is an easy and effective way to get your creative juices flowing (of course, copying is always a no-no).

Another critical point to keep in mind is that Google has announced a "Mobile-First" algorithm update, slated to go into effect at the end of March 2021. The bottom line is that Google will drop desktop sites from its ranking, and m-dot sites may experience bugs. If your website is not already mobile-friendly and you depend on web traffic for at least some of your business, please update your site.

In developing your site, it's essential to choose a website builder with the functionality you'll need to keep the site technologically up to date and Google-friendly. A good website-building platform has the following qualities:

- It's flexible, with plenty of room for adapting to changes in the future.
- It can be customized with themes and tweaks that fit your brand.
- It's built with SEO in mind for ranking your content.
- It has built-in blog functionality.
- It offers a great community and client support.
- It can integrate e-commerce functions flawlessly when you sell products.
- It facilitates the creation of mobile-friendly sites.

Website Conversion - Our Takeaway

We often recommend [WordPress](#) as a fantastic free tool for building conversion-friendly sites. Today, nearly 40% of all websites use WordPress, and for good reason: it has everything most small businesses need to create fantastic websites. It's also important to point out that, since properly made WordPress sites are content-rich, SEO-friendly, and responsive, Google likes the platform.

4. Use a Sales Funnel Strategy to Boost Conversion

We've discussed conversion in some detail throughout this guide because it's one of the most critical marketing statistics you should monitor. An effective sales funnel will move your site and visitors closer to making a purchase. Funneling determines the vast majority of online marketing content. You should build your landing page, website, and online content with conversion and funneling in mind.

A sales funnel has four general stages:

- 1. Awareness** - The reader learns of your brand, services, and/or products.
- 2. Interest** - The reader takes an interest in what you offer.
- 3. Decision** - Your potential client decides how they will move forward.
- 4. Action** - Your visitor heeds your call to action, ideally becoming a new client.

Understanding a funnel's four general stages is half the battle. You can now begin to create a funnel specific to your business. One of the best things to do is **pay attention to how your visitors behave online**. Take advantage of things like WordPress/Google Analytics tools to analyze how visitors interact with your site. This knowledge will help you tweak your landing page to better funnel your visitors. For example, perhaps visitors rarely ever click a critical aspect of your landing page. Repositioning this element and using directional sound cues can dramatically boost performance.

Sales Funnels - Our Takeaway

Visiting prominent brands' websites is a great way to become knowledgeable about what good funneling looks like. Groupon is one example. Note how they immediately present you with a significant discount in exchange for an email address. See if you can spot other ways this site guides you towards making a purchase.

5. Create High-Quality Articles or Blog Posts to Attract New Clients

We've already touched on how authority and quality are vital when it comes to online marketing. That said, one great way to pull in new clients is to produce content that targets the kind of search queries they may be making online.

For instance, if your company provides financial planning, creating blog posts with genuinely helpful tips on sound financial management and up-to-date tax reduction strategies can be a great way to introduce yourself to potential clients.

Rather than your first impression with a new client being *here's my service – purchase it*, you can instead establish yourself as an authority on the subject, increasing the likelihood that a prospect will move from the "lead" to the "client" column.

Getting eyes on your articles and blog posts means carefully optimizing them by targeting the right SEO keywords and search terms.

High-Quality Writing - Our Takeaway

Freelance marketplaces like Upwork and Freelancer.com are two great places to source high-quality writers. It's a great idea to reach out and get the ball rolling.

6. Use a Lead Magnet to Dramatically Grow Your Prospects

A lead magnet is a fantastic way to generate new leads and gain new clients. A lead magnet is a free but valuable resource you offer potential clients that can:

1. Further establish your brand as an authority on a subject
2. Collect contact details from potential clients
3. Increase brand awareness for your company

Let's return to the example of a financial planning firm. A great lead magnet for such a company could be *The Definitive Guide to Retirement Income* or *The Eight Biggest Mistakes Investors Make* (these are actual titles of free guides offered by Fisher Investments). This content could implicitly emphasize to prospective clients that your brand has deep and broad financial planning expertise.

When implemented correctly, a good lead magnet can significantly increase your chances of finding new leads and converting those leads into sales.

Depending on how such a lead magnet was written, it could help the abovementioned financial planning firm in the following ways:

- Outline the “correct” buying criteria for financial planning clients.
- Point to the financial planner as *the* brand to trust.
- Imply which actions the prospective client should take next (i.e., use the financial planning firm’s services).
- Create a better first impression than its competitors.

The key to a good lead magnet is quality. Your content should genuinely provide the user with fact-based, insightful information. After all, your goal is to establish authority. What better way to achieve that end than by producing excellent work?

Lead Magnets - Our Takeaway

Closely consider the kind of content your company could offer as a lead magnet. How could you help your potential clients? Your lead magnet could take one of the following forms:

- A guide
- A free report
- Downloadable audio files
- Informative videos
- E-books/physical books
- A seminar/webinar

7. Promote Your Business to People Looking for You on Google

[Google Ads](#) is built to “show your ads to the right people, in the right place, and at the right time.” When used correctly, this approach can be game-changing, as it positions your company in front of people who are already looking for something just like it.

According to [statista.com](#), Google dominates the global search engine market, maintaining an “86.86% market share as of July 2020.” Google’s digital ad market share is estimated at 29.4% for 2020. In short, **Google is the way to go for high-return online ads.**

Google Ads - Our Takeaway

The Google Ads site has a great [FAQ section](#) that can introduce the uninitiated to the platform. In general, as a Google Ads user, you’ll enjoy these key benefits:

- **Prospect Targeting.** You can target your ads towards people with specific interests related to your products and services, increasing the likelihood that someone seeing your ad will click on it.
- **Cost Control.** You’ll have complete control over the amount of money you spend, with no minimum. You can place caps on each ad for daily and monthly spending, and you only pay when a potential client clicks an ad.
- **Performance Measurement.** If someone clicks on your ad, you’ll know about it. You can track many aspects of visitor behavior, including but not limited to:
 - When a click leads to a purchase
 - When a visitor downloads your app
 - When visitors called in orders or requests
- **Great Management Tools.** The Google Ads platform makes it very easy to manage your campaign and stay on top of everything. It’s highly intuitive, even for beginners.

8. Get Your Message in Front of 2.6 Billion People with Facebook

Nine million online advertisers used Facebook's marketing tools in the second quarter of 2020. According to eMarketer, Facebook's 2020 digital ad market share is estimated to be 23.4%, the second-largest market share of any digital advertising provider.

A sound online marketing strategy thus takes advantage of the Facebook audience.

Keep in mind two main points regarding Facebook marketing:

1. The market is **huge**.
2. Your tools will be versatile enough to get the conversion you need.

When using Facebook to market your business, you'll be able to create ads that grow sales, not just your number of visitors. Consider the following general ideas when using this platform:

- **Use interest targeting to connect with the right people.** In the same way that you can tailor your Google ads to appear for people who are more likely to use your product or services, Facebook's tools make it easy to target the right clients. Take a coffee company, for example. This business could run ads targeting people who have shown past interest in coffee.
- **Link your ads to your landing page.** Ads that lead to a well-optimized landing page on your site are far more likely to hit home. The right landing pages present potential clients with your high-quality lead magnets or positive testimonials. Ads that work in tandem with good website design tend to perform much better.
- **Monitor your performance and tweak as you go.** One great thing about Facebook ad tools is that they make it easy to track your progress. If you monitor how each of your campaigns is doing, you'll be able to tweak your approach in the future.

Facebook Ads - Our Takeaway

The size of your potential audience with Facebook is enormous. If you're unsure where to start, Facebook offers some helpful [learning materials](#) to anyone looking to up their marketing game.

9. Use Remarketing to Follow Potential Clients as They Move Around on the Internet

If someone has interacted with your company online in the past, remarketing is a great way to present your ads to them as they browse the rest of the Internet. You can target individuals so that your products or services appear in front of them long after they first visited your site. **Often, such remarketing can be the last nudge prospects need before buying your product or service.**

Remarketing's strength lies in the fact that it targets potential clients who have already shown interest in your offerings. Such targeting increases your ad's chances of success.

Both Facebook and Google offer remarketing tools. Google's remarketing strategy follows users across the Internet and many different websites. Facebook's approach positions ads within and to the side of a targeted user's Facebook feed.

Remarketing - Our Takeaway

Considering both Google's and Facebook's market share and audience size, we strongly recommend that you advantage of both remarketing tools. Facebook's "custom audiences" functionality is particularly useful. It lets you tweak the type of visitors your campaigns follow and makes it much easier to turn one-time visitors into buyers.

10. Leverage the Power of Online Videos to Better Showcase Your Brand

Love it or loathe it, the fact is that **video content is the easiest form of media for online users to consume**. For this reason, watching videos makes up a considerable portion of how people spend their time online. Leveraging this fact for your business is a great way to get new leads and increase your sales.

Keep the following key points in mind when producing video content as part of your marketing strategy:

- **Most Facebook users watch videos on mute.** Modern humankind's comparatively passive, low-attention-span approach to information consumption means that most Facebook users are unlikely to watch your video with sound. Therefore, be sure to include captions and text to convey your message.
- **The quality of your video is essential.** You don't have to produce a Hollywood blockbuster, but your approach to video content should be the same for your blogs, articles, and lead magnets; that is, quality reigns supreme. One difference with video content is that it's more important to **entertain and captivate** than it is with other media. To that end, your video should accomplish the following:
 - Grab and hold the attention of the users you target.
 - Establish your brand as an authority on a subject.
 - Include a call to action that pushes viewers to your offerings, landing page, or other content.
- **COVID-19 means that video is more important than ever.** Lockdowns and restrictions mean more people are inside, watching online videos. Now is the time to start producing (or expanding upon) great content.
- **In a post-COVID-19 world, the importance of video content will continue to grow.** Video marketing seems here to stay. For this reason, video content should form a significant part of your online marketing strategy.

Online Video - Our Takeaway

Our newfound familiarity with remote work and software like Zoom means that webinars are increasingly popular as marketing tools. If applicable to your business, webinars could be a great way to get ahead in 2021.

11. Engage Your Website Visitors with an Automated Chatbot

Adding a chatbot to your site can dramatically improve your conversion and lead rates because people like to feel supported and valued. Using high-quality chatbot tools can positively engage your visitors and enhance their opinion of your brand.

A good chatbot can give you the following advantages:

- **Make your sales team more effective** - By asking some essential automated questions, your chatbot can filter out visitors who were never going to become clients in the first place. It can then redirect qualified leads to the right sales staff, making it much more likely that the human conversation will lead to a sale.
- **Significantly boost conversion** - Sometimes, all people need is a nudge in the right direction. A good chatbot can do the nudging for you. Clients appreciate engaging ways to interact with a site, and most people have become familiar with and even expect online chats.
- **Establish your brand as tech-savvy and modern** - This guide has touched on the importance of brand authority several times already; it's a key aspect of successful online marketing. A chatbot is one more weapon in your authority arsenal.
- **Automate business processes** - A good chatbot can handle lead-conversion, follow-ups, and drip email campaigns.

Chatbots - Our Takeaway

Two of the best chatbot services in 2021 are [Drift](#) and [Quirobot](#). Check both of these services out and see which might be the best fit for your business.

12. Use Customer Review Websites to Further Establish Authority

Positive testimonials are one of the best ways to convince people to buy your product or service. The opinion of a satisfied customer carries a lot more weight than what you say about your business.

Online reviews will shape your company's reputation—the way a few people describe you will determine how everybody else sees you. Using a review platform is as simple as registering your business and waiting for the reviews to materialize. Most services worth their salt will charge a fee for companies to list their details on the platform, so you should factor these costs into your marketing budget.

It's best to use reputable websites with honest, transparent review processes. If visitors trust your reviews, they'll trust you too.

Review Websites - Our Takeaway

The top three review aggregators to aim for are [Google Reviews](#), [Trustpilot](#), and [Shopper Approved](#). If your business is relatively small, Shopper Approved should be the paid service you prioritize. Trustpilot is a better fit for larger companies.

Ecommerce is the main factor at play here. Businesses with fewer than 1,500 transactions a month will benefit most from Shopper Approved. If your company completes over 3,000 transactions per month, Trustpilot is probably the way to go.

13. Command Your Campaign and Boost Sales with Email Marketing

Don't overlook email marketing. Promotional emails have sometimes received a bad rap in recent years, but their power as a marketing tool prevails. A recent study from [McKinsey and Company](#) suggests that email marketing is nearly 40 times more effective at gathering new clients than Facebook and Twitter strategies combined.

Believe it or not, American consumers enjoy promotional material in their emails. MarketingSherpa.com found that about 91% of adults in the U.S. like to receive promotional emails from businesses they've patronized in the past.

In the same vein as targeted online ad placements, email strategies are most effective when they **target groups who have already shown an interest in your brand or offerings**. Take advantage of this fact when crafting your newsletters and promotional content.

Emails are another excellent opportunity to entice potential clients with lead magnets, video content, and other writing. A well-designed email campaign can also boost traffic to your landing page. If you've optimized this page properly, you'll be well on your way to improving your conversion rate.

Email Campaigns - Our Takeaway

Our advice is to try out either [Constant Contact](#) or [Mailchimp](#) to implement your email marketing strategies. Both platforms work remarkably well and demystify much of the process.

14. Send Response-Focused Direct Mail Letters and Postcards to Win New Clients

Direct mail marketing isn't an exact science (although when done right, some people regard it as such), but it can go a long way in helping you build up your client numbers. **Your priority should be getting your recipients to respond in some way to whatever you sent them.** Accordingly, you want to include a response device with your printed material.

Your response device could be in the shape of a form that prospects fill out and return, a call to action that encourages them to get in touch, or a coupon they can use later. The important thing is to communicate to your reader what they should do next. This effort will nudge prospects toward becoming clients.

Good marketing comes from knowing your company's sales story; you should be crystal clear about who you are as a brand, what you stand for, and what you can offer. Each element of your direct mail marketing should fully communicate this story. Let's say you send a marketing letter, an accompanying brochure, and a response device to potential clients. A person should be able to read just **one** of these components and still decide to buy from you. And, please remember: a response device is a must.

Direct Mail Campaigns - Our Takeaway

Most online marketing includes a call to action because it's an easy and powerful way to improve conversion. The same is true of direct mail marketing. Your response device is the core tool at your disposal.

15. Turn Prospects into Clients with Sales/Marketing Kits

Businesses today often overlook sales/marketing kits (a.k.a., “shock and awe” packages). The time and cost required to create an impactful kit make some business owners and managers hesitate. However, we strongly advise using marketing kits as a means to turn prospects into clients.

When crafted correctly, these packages include just the right marketing materials, lead magnets, and personal touches to win a client over. While so much of modern business relies on effective cost-cutting, it’s worth taking a different approach when it comes to shock and awe.

You should spend as much as you can afford on shock and awe. This advice doesn’t endorse unintelligent spending; instead, it recommends spending the right amount to achieve what you set out to do. The clue is in the name. You want to shock and awe your potential clients, so you should spend the money you need to make that happen.

Shock and Awe - Our Takeaway

A tailored approach works best with shock and awe. These packages can work well in many different scenarios, but they tend to work best in sale meeting environments. Getting a package to a prospective client shortly before a scheduled meeting can be just what you need to pin down the sale.

16. Take Advantage of Social Media Platforms

For most companies today, comprehensive online marketing incorporates a strong social media presence, as social media networks house audiences who number in the billions. Failing to market on social media is likely to hurt you (or at least hold you back) in the long run.

Keep these critical elements in mind when you approach social media marketing:

- **It's best to tailor your content to each specific platform.** Video content is perfect for YouTube; humorous content does very well on Twitter, and so on. Posts that have been tailor-made for a given platform are much more likely to succeed.
- **Hashtags help get your content noticed.** Platforms like Facebook, Twitter, and even YouTube all use hashtags. They're a great way to label your content and make it more likely that the right people will see it.
- **Shareability is key.** Your goal should be to post content that users want to share with other people. A viral campaign can do more heavy lifting for your brand than any other method.
- **Use promoted posts to boost traffic.** It's increasingly difficult to build a presence organically on social media. Content is still enormously important, but paid promotional posts can be a huge help.

We'd also like to mention that if you're not using Google Posts, you're missing out on a great opportunity. With Google Posts, you can share information and updates about your company directly via Google, and the posts show up in Google search results and on Google Maps.

Social Media - Our Takeaway

As with any aspect of your marketing strategy, make sure to hold your social media spending to account. It's essential to check that your campaigns are giving you the return you need on your investment. Leverage tools like [Google Analytics](#) to **see exactly where your conversions and leads are coming from**. Using an analytics program will help you make smarter social media decisions moving forward.

17. Use Press Releases to Enhance Your Brand and SEO

While virtually all small business owners have heard the term “press release,” many are unclear on its meaning. In short, a press release is a formal announcement your company can make about anything new or important related to the business. These releases can be fantastic for media attention, brand awareness, and SEO.

The more people who talk about your press release online, the more sites are likely to link to your content. The more links to your content from reputable sources, the higher your site is likely to rank. A well-written press release can inject new life into your rankings and reputation.

Keep these tips in mind when writing your release:

- **Keep headlines short.** Ten words or fewer works best.
- **Use external links wisely.** Your goal should be to keep people reading your release, not to encourage them to click elsewhere.
- **Establish who you are.** Your release should briefly outline your brand and what it offers.
- **Include the correct details.** Your contact details and address are a must when you contact the media.

Press Releases - Our Takeaway

As tempting as it can be to get started right away, it's best to take a more measured approach to this aspect of marketing. Wait until you have newsworthy information to share. This approach will make it far more likely that your brand will get the attention you want.

18. Take Your Authority to the Next Level by Publishing a Book

A well-written book, marketed effectively, is perhaps the number one way to establish your brand as a leading voice in your industry. As with any content, quality and accuracy are crucial. If you choose to take on the project yourself, you can hire and oversee professionals to handle each aspect of your book's creation.

You can individually hire ghostwriters, copy editors, proofreaders, and designers from freelancing sites online. However, keep in mind that while the pool of service providers on the Internet is vast and includes many professionals, freelancer work quality varies substantially.

Alternatively, firms like [Thought Leader Publishing](#) can handle the entire book creation and promotion process for you from start to finish. Collaborating with Thought Leader Publishing to produce your book requires just 10-20 hours of your time. As a published author, clients and prospects will view you as the **trusted expert** in your niche. What's more, Thought Leader Publishing books meet the Independent Book Publishers Association's (IBPA) Hybrid Publisher Criteria. Your book will therefore rival books from the world's largest traditional publishing houses.

Book Publishing - Our Takeaway

Becoming a published author is one of the most powerful things you can do to establish yourself as a leading expert in your field. What's more, you can extend the value of your writing by "carving up the turkey." Taking excerpts or ideas from your published book and repurposing them for blog and article content can accomplish the following aims:

1. Make your writing work harder for you.
2. Direct more attention to your published work.
3. Further grow your authority.

19. Speak at Organizations and Special Events to Softly Promote Your Offerings

Connecting with organizations and events is a great way to maintain your reputation as a thought leader. Provided you're insightful and clear, your presentations—both online and virtual—offer an excellent opportunity to point listeners towards your products and services.

Keep the following in mind:

- **Relevancy is everything.** Finding the right events for your business is crucial. For example, the financial planning company we referenced earlier would do well to partner with investment clubs, CPA firms, and entrepreneur organizations. However, the financial planners would likely be doing their brand a disservice by promoting their services at other, unrelated industry-specific conferences.
- **Establish authority early on.** Where possible, have a staff member play a video introducing you and your merits. Alternatively, they can speak briefly about who you are and why listening to you is worthwhile.
- **Look the part.** Dress smartly and present yourself as well as you possibly can. Try to keep your body language confident and welcoming.
- **Use data to support your points.** Supporting your arguments with relevant statistics, data, and graphs will go a long way in establishing and maintaining your authority.
- **Associate your argument with your brand without being pushy.** Try to find natural, non-aggressive ways to link your talk to your brand and what it offers.

Public Speaking - Our Takeaway

In a COVID and post-COVID world, webinars should be a core aspect of your public speaking approach. Making connections with the right online events can prove instrumental to your company's online success.

20. Use Reputation-Building Advertising to Boost Your Company's Credibility

General advertising, if not properly targeted, can yield lackluster results, especially for small businesses. However, advertising in publications highly relevant to your audience is worth trying for at least a few months (for ads to work, repeated exposure by prospects is typically required). Another reason to consider non-direct-response advertising is that you can then legitimately state that your company was “seen in” a given newspaper.

This kind of claim still carries significant weight in convincing readers of your credibility. At the core of most good online marketing is the fact that authority sells. Associating your brand with reputable, well-known publications is one way to cultivate credibility.

Non-Response Advertising - Our Takeaway

The key to this approach is choosing your publications wisely and tracking your responses. It's worth the time to take stock of the readership of any newspaper in which you choose to advertise. For example, a new dentist might advertise in his or her local newspapers.

Closing Thoughts

The world of marketing is vast, and it's essential to focus your efforts on the most impactful, high-return methods to grow your business. Your top marketing priorities should be to enhance your authority status and improve your funneling strategies, and the 20 initiatives we've detailed herein can help you achieve these goals.

We sincerely hope you've gotten much value out of this guide. In 2021 and beyond, we wish you and your business all the best for even greater success.

Looking to Substantially Grow Your Sales and Income Through High-Impact Marketing? We can Help...

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At Thought Leader Marketing Solutions, we can help you grow your personal brand, business, and income. We'll do this through high-return marketing initiatives, such as book and eBook ghostwriting and publishing, content marketing (including white papers and articles), personal brand and company websites, social media campaigns, Google ad campaigns, sales/marketing kits, public relations, and more.

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