



The Ultimate Marketing Guide for Small Businesses

As a business owner, you've mastered your craft — whether it's home services, consulting, or anything in between. But when it comes to marketing, the playbook isn't always so clear.

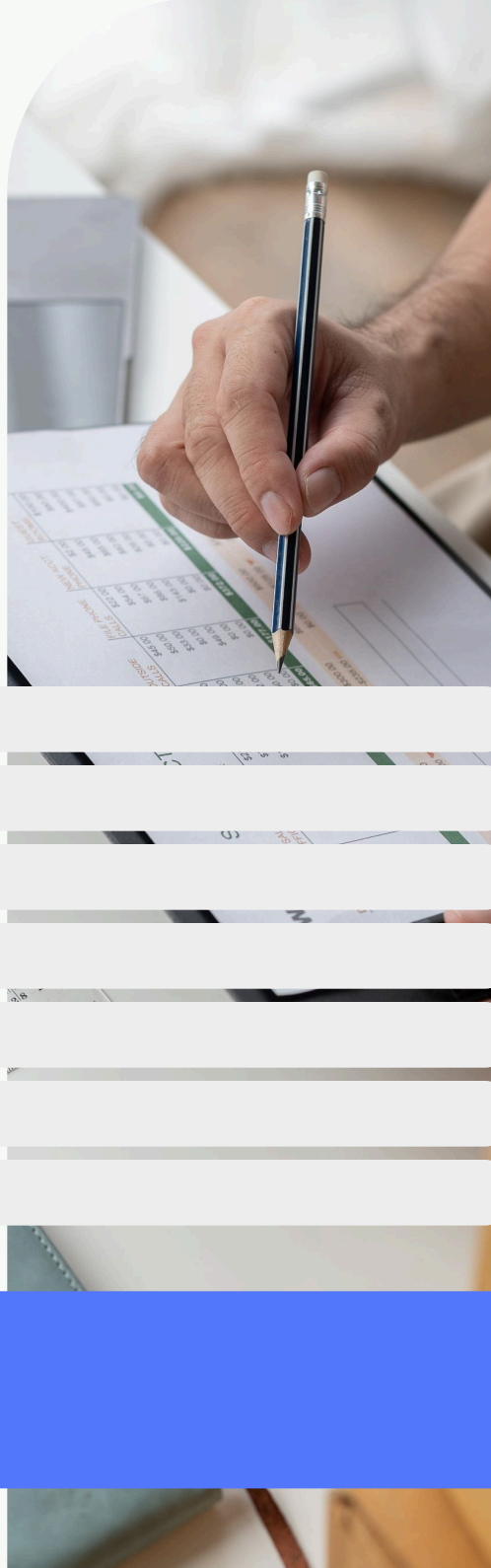
That's why we created this guide.

We'll walk you through the essentials of marketing — so you can **attract more local customers and keep them coming back.**

In this guide, you'll learn how to:

- ✓ **Improve your online presence**
- ✓ **Manage your social media**
- ✓ **Start pay-per-click (PPC) advertising**
- ✓ **Boost your reputation with reviews**
- ✓ **Drive sales with email marketing**
- ✓ **Build your marketing plan**
- ✓ **Choose the best marketing software**

Ready to jump in?
[Book a Thryv demo now!](#)



Marketing Strategies

Discover practical marketing approaches that will help you get found online, turn leads into loyal customers, and set your business apart from the competition.

Top Marketing Strategies for Growth

From ranking higher in search results to incorporating long-term nurtures... your business has plenty of marketing opportunities to take advantage of!

1

Optimize your website

Put your website to work by optimizing it to drive traffic and build trust.

Here's how:

Focus on SEO: Target relevant keywords, include accurate business information, improve on-page SEO, and create content that builds credibility.

Create dedicated pages for key offerings: Highlight your main products or services on individual pages to give customers the details they need.

Make it mobile-friendly: Use the mobile-responsive templates so your site works smoothly on any device.

2

Claim and update your online listings

Online directories, like Google Business Profile™, help local customers find you faster in search results and drive sales with direct website links. Always claim your listings and keep information accurate so it's easy for leads to reach out.

3

Manage your social media

Posting regularly to social media platforms is a cost-effective way to promote products and services, share updates, and engage with potential and existing customers in real time. A consistent social presence can drive traffic, leads, and loyalty.

Top Marketing Strategies for Growth

4

Ask for reviews

Reviews are an excellent way to build credibility, get found faster online, and provide the social proof customers look for before making a decision.

Pro Tip: Whether a review is positive or negative, always respond!

5

Implement email follow-ups and nurture campaigns

Follow-ups are key to keeping leads engaged and are a proven way to increase sales. Nurture campaigns help you stay top of mind until potential customers are ready to buy — and they can also drive repeat business by keeping you connected with current customers.

6

Use marketing software

Marketing software can help execute your goals, streamline processes, and automate key tasks — saving you time and reducing manual work. Plus, it can provide analytics, so you can make smarter marketing decisions. Overall, it's a powerful way to grow faster with less effort.

[Click here](#) for more marketing advice for your growing business.

How to Improve Your Online Presence

Struggling to get leads or wasting money on ads that aren't working?

Use these simple checklists to help more customers find your business online — without breaking the bank.

Website Content Checklist

- ✓ Develop high-quality, original, and engaging content.
- ✓ Regularly update your blog or news section.
- ✓ Use a combination of images and videos to create visual interest.
- ✓ Make sure your website copy is written and formatted so it's easy to read.
- ✓ Get more customer reviews and add those to your website.
- ✓ Engage in guest posting, local partnerships, and industry forums.
- ✓ Integrate social sharing buttons on your pages.
- ✓ Regularly share your content on social media platforms.
- ✓ Experiment with A/B testing for key elements like CTAs and page layouts.

Keyword Research

- ✓ Identify primary and secondary keywords relevant to your business.
- ✓ Analyze competitor keywords and search volume.
- ✓ Incorporate long-tail keywords for more specific targeting (ex: "affordable accounting services for freelancers" instead of just "accounting services.")
- ✓ Use location-based keywords in your content.
- ✓ Regularly perform SEO audits and update your strategy.

How to Improve Your Online Presence

On-Page SEO

- ✔ Optimize title tags and meta descriptions with targeted keywords.
- ✔ Use header tags (H1, H2, H3) to structure your content.
- ✔ Ensure URLs are clean, descriptive, and have your main keywords.
- ✔ Include keywords where they sound natural – don't force them into your copy.
- ✔ Add alt text to images for accessibility and SEO.
- ✔ Implement an effective internal linking strategy.
- ✔ Include accurate NAP (Name, Address, Phone) details on your website.

Business Listings

- ✔ Claim and optimize your company's profile using the Google Business Profile™ business listing service.
- ✔ Use the exact same Name, Address, and Phone Number (NAP) across all listings.
- ✔ Keep business hours, website URL, and other key details consistent across all platforms.
- ✔ Develop a strategy for acquiring quality backlinks.
- ✔ Link your social media profiles to your local listings.

[Click here](#) for more website & SEO tips.

How to Manage Your Social Media

Here are the top platforms to post on and best practices for each.



Facebook

Frequency: 1-2 per week

- ✓ Complete your business profile with details like products, services, contact information, and operating hours.
- ✓ Participate in Facebook Groups for your business's niche and answer questions related to your expertise.
- ✓ Ask for reviews on your profiles through direct messages and comments.
- ✓ Consider running Facebook Ad campaigns to reach a wider audience.

Instagram

Frequency: 2x per week to feed, daily on Stories

- ✓ Add a website or booking link to your profile so customers can easily connect with you.
- ✓ Share examples of your work or projects to showcase results.
- ✓ Use features like reels, stories, and polls to create engaging content.
- ✓ Use keywords in your captions so your content is more searchable.



How to Manage Your Social Media



LinkedIn

Frequency: 3-5 per month

- ✓ Add your logo, website, contact details, and a detailed description to your company profile.
- ✓ Share industry-related tips like how-to content and seasonal checklists.
- ✓ Join professional groups and connect with other business owners, decision-makers, or potential clients in your area.
- ✓ Use LinkedIn Ads to connect with people outside your network.

TikTok

Frequency: 3-5 per week



- ✓ Use short-form educational content like before-and-after transitions and quick maintenance tips.
- ✓ Test different formats like duets and stitches.
- ✓ Lean into entertaining content and take advantage of trending audios.
- ✓ Reply to comments and engage with other businesses in your area.

[Click here](#) for more social media tips.

How to Get Started With Pay-Per-Click Marketing

Pay-per-click advertising (PPC) is an ad model where businesses pay a fee each time their online ad is clicked. Here's what you need to know about them:

1

Keywords

Bid on keywords relevant to your business and the products or services you offer. Avoid keywords that could be confused with unrelated industries.

2

Geo-Targeting

Focus your ads on the locations where you serve customers. This ensures your ads reach people who are most likely to engage with your business.

3

Call-Only Campaigns

These ads are just for mobile devices. They show your phone number, business description, and a call button. You only pay for the click when someone calls you.

4

Call Extensions

With call extensions, people click on your phone number from the ad and call you directly. These are added to mobile, desktop, and display ads.

5

Ad Scheduling

If your goal is for clients to call your office, only run ads during office hours. If people click on it and call your business, but no one picks up, you still pay for that click, even if no one answers the phone.



How to Boost Your Reputation with Reviews

Reviews aren't just feedback — they're marketing fuel. In today's digital world, what customers say about your business directly impacts how others find and trust you.

How to Get More Reviews

You don't need hundreds of reviews overnight — just a steady flow.

Here's how to get started:

Ask at the right time: After a great service or sale.

Make it simple: Send direct links to Google, Yelp, Facebook, or other platforms in a follow-up email or text.

Automate the process: Use software to send timely review requests automatically after a purchase or service is completed.

Don't Just Collect—Respond

Responding to reviews builds loyalty and turns negative experiences into second chances. Here are some best practices for responding:

Thank happy customers. A simple "Thanks for the kind words!" goes a long way in building loyalty.

Stay professional with complaints. A respectful response can turn a frustrated customer into a loyal one — and shows prospects you take accountability.

Be consistent. Reply weekly to stay on top of it.

Use AI for help. If you're not sure what to say, generate responses with the help of AI tools.



Why reviews are a marketing strategy

(not just nice to have)

Each review is fresh content for search engines — and powerful social proof for future customers — which helps you get found faster online. Plus, you can reuse great reviews in emails, on your website, and across social media to drive even more conversions.

How to Land More Sales with Email Marketing

1

Create an email list.

Most email marketing tools have features to help you do this, but the goal is to **create a list of all customers and prospects** you want to communicate with.

2

Set goals for your campaign.

Pick what type of email to send: You can send **one-time campaigns** to promote special offers, **follow-up emails** to share quotes or request feedback, and **automated nurture emails** to stay top-of-mind with customers year-round.

3

Write interesting copy, compelling content, and catchy subject lines.

Your copy should be interesting, spark curiosity, and **motivate customers to take action**. If it's dull, confusing, and generic, it will affect the performance of future emails as well. Leverage AI to help you craft messaging that is engaging and on-brand.

4

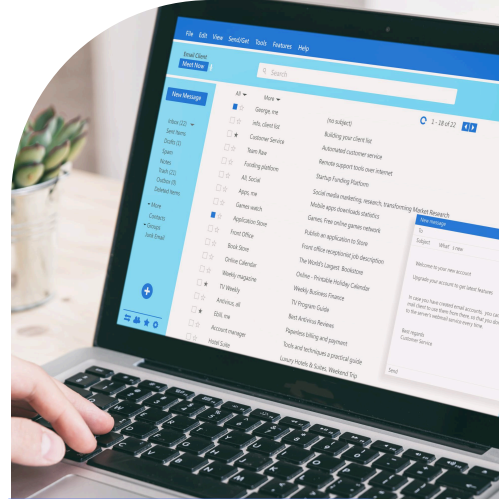
Test different email elements.

Email is perfect for A/B testing because marketers use it to **compare versions of the same email**. They change one or two elements (images, links, subject lines, etc.) and see which performs best.

5

Monitor your performance.

The best email campaigns are data-driven, meaning you **use data to inform decisions**.



Why email marketing is key for your business

Email is one of the most effective marketing channels for small businesses. Each type of email plays a role in staying connected with customers and keeping you booked year-round.

[Click here for more email marketing tips.](#)

Email Templates

To save time, here are a few helpful email templates to use for quote requests, scheduling follow up, review requests, and promotional emails.

Pro Tip: Copy each template, save it in your email inbox, and personalize the template before sending.

1. Get a Quote Email

From [Your Business Name]

To  John Doe 

Cc Bcc

Subject Line: Need [Insert Service/Product Here]? Get a Quote Today

Hey [Customer Name],

I hope you're doing well! It's been [Time Since Last Interaction] since we last [Insert Service/Product Here], so I wanted to remind you that now is a great time to [insert action, e.g., get a quote, schedule a consultation, or place an order].

*You can request a free quote or more information on our website here: [Website Link]
By acting now, you'll [insert benefit, e.g., avoid delays, solve issues quickly, or enjoy peace of mind].*

If you have any questions or need assistance, feel free to reply to this email or call us at [Your Phone Number].

*Best regards,
[Your Name]
[Company Name]*

Send



2. Get a Quote Follow-Up Email



From [Your Business Name]

To  John Doe 

Cc Bcc

Subject Line: Thanks for Your Request – Here's What Happens Next

Hey [Customer Name],

We received your request and are preparing an estimate for your [service/product/project]. Our team will reach out soon with personalized recommendations and a detailed quote.

If you have any questions in the meantime, you can reply to this email or call us at [Phone Number].

We appreciate your interest and look forward to helping you [solve your problem/complete your project/get started].

Thanks,
[Your Name]
[Company Name]

Send



3. Schedule Your Next Appointment Email



From [Your Business Name]

To  John Doe 

Cc Bcc

Subject Line: Reminder: Time to Check In on [Service/Product]

Hi [Customer Name],

Just a friendly reminder that it's time to [perform/complete] your [service/product]. Regular [maintenance/check-ins/upgrades] help ensure everything runs smoothly, prevent issues, and keep you on track.

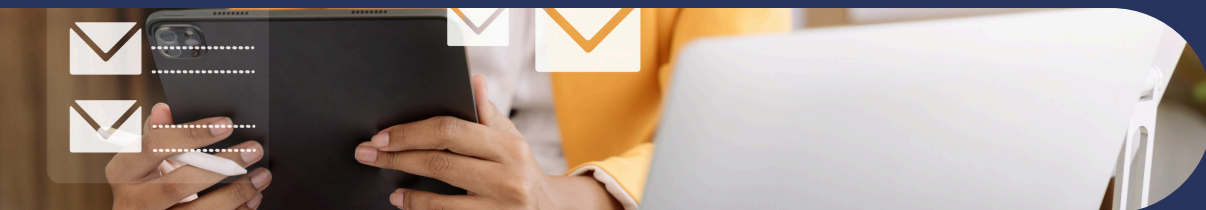
To schedule or learn more, click here: [Website Link]

If you have any questions or need assistance, feel free to reply to this email or call us at [Phone Number].

We look forward to helping you!

Thanks,
[Your Name]
[Company Name]

Send



4. Customer Referral Email



From [Your Business Name]

To  John Doe 

Cc Bcc

Subject Line: Refer a Friend & Get 5% Off

Hi [Customer Name],

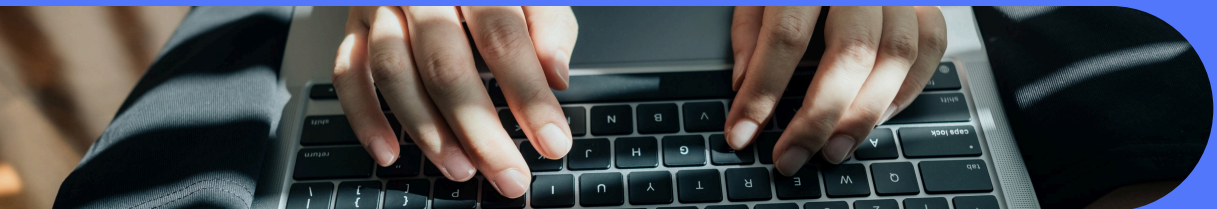
Thank you for being a valuable part of our business. To show our appreciation, we're excited to offer you a 5% discount when you refer a friend to [Company Name]. The best part? Your friend will also receive 5% off their first purchase!

Submitting your referral is simple: Just send them this link to our website: [Website Link] Have them fill out the "Interest Form" and include your email in the "Referral" section. Once they complete their purchase, you'll receive a 5% off coupon, which you can apply to your next purchase.

Thanks again for your continued support. If you have any questions, reply to this email or call us at [Phone Number].

Thank you for your business,
[Your Name]
[Company Name]

Send



5. Limited-Time Deal Email



From [Your Business Name]

To  **John Doe** 

Cc Bcc

Subject Line: 🚨 *Save Big on [Insert Product or Service]*

Hi [Customer Name],

Now is the perfect time to purchase your [service/product], and we're excited to offer X% off until [Offer Deadline].

Take advantage before time runs out!

Simply complete your purchase here: [Purchase Link]

Don't miss this opportunity to [get what you need / enjoy the benefits of your purchase] at a can't-miss price. If you have any questions, feel free to reply to this email or call us at [Phone Number].

*Thanks,
[Your Name]
[Company Name]*

Send 



Build Your Marketing Plan

If you need help getting started, here is a **helpful guide** that shows you how to leverage the power of AI to craft a personalized business plan and marketing campaign.

Market Overview

Use the space below to complete your industry analysis, competitive analysis, and target audience research.

Industry Analysis: Outline market trends, challenges, and opportunities.

Competitive Analysis: Identify key competitors and analyze their strengths and weaknesses.

Target Audience: Define your ideal customer profile, including demographics, behaviors, and pain points.



SPECIFIC

MEASUREABLE

ACHIEVABLE

RELEVANT

TIME-BOUND

Marketing Goals

Now, determine your marketing goals.

We recommend using the **SMART framework**, which stands for: Specific, Measurable, Achievable, Relevant, and Time-Bound.

Define your SMART Goals and the metrics you will use to track them.

SMART Goals: What are your goals for this campaign?

Performance Tracking: What metrics will you use to measure success?

Marketing Strategies

Outline the key marketing strategies you'll use to connect with leads and/or customers. Then identify which channels you'll use to reach your target audience.

Below are some common channels to help you get started.



Content Marketing: Blog posts, SEO, website pages, and video content.



Social Media Marketing: Platforms, content strategy, engagement tactics.



Email Marketing: Campaign types, segmentation, automation opportunities.



Paid Advertising: Pay-per-click advertising services, social media ads, retargeting.



Reviews & Referrals: Customer incentives, testimonials, and automating requests.

Campaign Budget

Do this before you create any content. It will ensure you stay within budget and create cost-effective marketing campaigns.

Determine your total budget and where you spend it. Include a budget for each marketing channel and any paid ads you produce.

Total Budget

How much money are you allocating for this campaign?

Budget Allocation

What will you spend your budget on?

Cost Per Channel

How much will you spend per marketing channel?



A close-up photograph of a person's hands typing on a laptop keyboard. The image is overlaid with a semi-transparent blue filter. The text "Choosing the Best Marketing Software" is centered over the image in a large, white, sans-serif font. Below the title, a paragraph of text in a smaller white font reads: "The right solutions will help you streamline your marketing efforts, attract more leads, and grow your business." The background shows the laptop keyboard and the person's hands, with a blue overlay.

Choosing the Best Marketing Software

The right solutions will help you streamline your marketing efforts, attract more leads, and grow your business.

Why Your Business Needs Marketing Software

Using the right marketing software will help you get found online and drive leads to your business. With the right solution, marketing can be easy to manage and drive serious growth.

1

Build a better website.

Your website is your business's digital home. Marketing tools can help you design a site that is customer-friendly and easy to navigate.

2

Improve your SEO.

Through keyword research, backlinking, and monthly performance reports, you can improve your website's SEO and make it easier for customers to find you when searching online.

3

Manage online listings

Instead of updating your listings individually, pick software that lets you manage them all from one dashboard.

4

Optimize your social media.

Social media tools help you create, plan, and publish content. AI assistants can suggest captions and hashtags that generate more engagement.

5

Boost your reputation

Use tools that automatically ask for reviews and use AI to help you respond, quickly and thoughtfully. This will help you build credibility and boost sales.



The Best Software for Growth-Minded Businesses

Choose a software built for growth!

Thryv is the industry leading sales and marketing platform for small business growth.

It helps you get found online, capture and convert more leads, and drive repeat business with ease.

With Thryv you can:

- Build a professional website
- Manage listings from 70+ directories
- Streamline social media efforts
- Boost and optimize SEO
- Capture more leads with ready-to-use forms
- Book more appointments by instantly following up with leads
- Drive repeat sales with ready-to-use campaigns
- Manage your reviews quickly and easily
- Make smarter business decisions with powerful reporting

And so much more...

Schedule a demo to start growing your business with Thryv today.

More Resources:

[Google Business Profile Guide](#)

[Free Online Presence Scanner](#)

[Google Review Link Generator](#)

[The Guide to AI for Small Business](#)

[Buying Software Checklist](#)