

Growth without the guesswork

Your quick-guide to marketing essentials
for small businesses



Croft Media
Consulting

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Introduction

Running a small business is hard work. You're juggling everything—sales, staff, operations, finance—and marketing often slips to the bottom of the list.

If people don't know you exist, they can't buy from you.

Overview

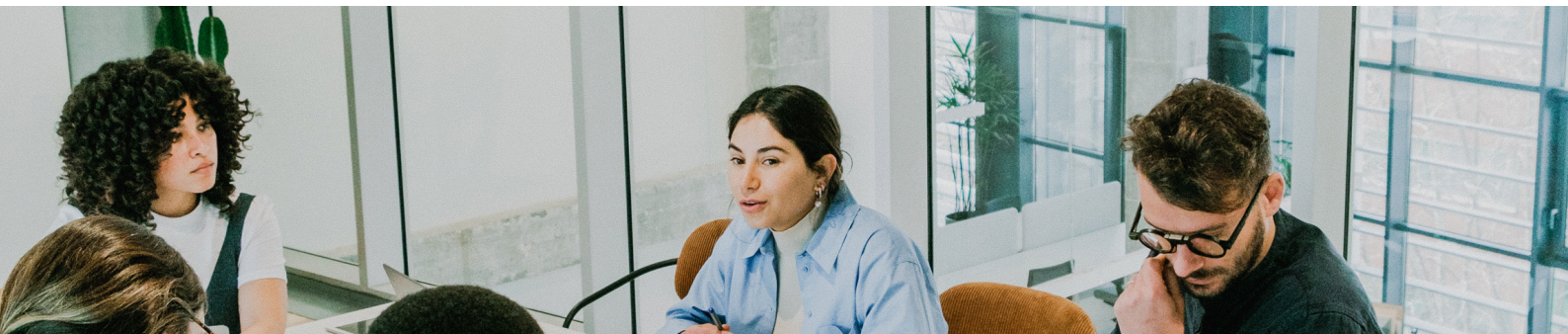
This playbook is designed to give you a simple, no-fluff guide to marketing—what it is, why it matters, and where to start. It's not about fancy jargon or big budgets.

It's about making small, smart moves that help your business grow.

By the end you will

- Understand why marketing is essential (not optional).
- Spot the common pitfalls that hold small businesses back.
- Learn practical tips you can start using today.
- Reflect on your own business with quick exercises.

Why marketing matters



Marketing is vital for small businesses because it helps you attract the right customers, stand out from competitors, and grow your revenue.

It builds awareness and trust in your brand, shows what makes your business unique, and provides insights to make smarter decisions. Effective marketing also strengthens customer relationships, encouraging repeat business and referrals. Without it, even great products or services can go unnoticed, making it harder to succeed and grow.

DID YOU KNOW?

60% of small businesses struggle to attract new customers

The bottom line: Marketing isn't about shouting the loudest. It's about showing up in the right places, with the right message, for the right people.

Quick reflection!

88% of consumers research

online before making a purchase - even local businesses are a focus of this online research.



01

Ask yourself these two questions:

Do your customers know you exist?

If people don't know your business exists, they can't buy from you. Awareness is the first step to building trust, attracting customers, and driving growth.

02

Can you clearly explain why they should choose you over someone else?

If you can't explain why customers should choose you, they'll pick someone else. A clear point of difference or Unique selling proposition (USP) helps you stand out, build trust, and grow.

I don't have the time or budget...

Pain points **vs** reality ↘

Many small business owners struggle with marketing, but often it's not because it's impossible - it's because they're facing common misconceptions and challenges that can be solved with a simple strategy

Common misconceptions

↘ **I don't have time for marketing...**

Reality: Marketing doesn't have to take hours a day. A clear plan saves time

↘ **I don't know what to say...**

Reality: Your customers want solutions, not slogans. Talk about their problems, not your products

↘ **Marketing feels expensive**

Reality: Wasting money on the wrong marketing is expensive. Smart marketing can be done on any budget

↘ **I tried social media, but it didn't work**

Reality: Random posts rarely work. Consistency and strategy do

↘ **Word of mouth has always been enough**

Reality: It's great when it happens - but relying on it alone limits your growth

Your quick guide to marketing



Businesses with a documented marketing strategy are over 300% more likely to report success

Great marketing comes down to four things:

- Know your audience
- Get your message clear
- Choose the right channels
- Stay consistent.



4 key things

Do these things well, and you'll attract the right customers without wasting time or money.

1

Know your audience

- Who are they? (age, location, lifestyle)
- What problem are they trying to solve?
- Where do they spend their time?

2

Get your message right

- Why should someone buy from you, not your competitor?
- Keep it clear, simple, and focused on benefits

3

Choose the right channels

- Website (your home base)
- Google Business Profile (for local search)
- Social media (pick one or two platforms your audience actually uses)
- Email (still one of the highest-ROI tools)

4

Stay consistent

- Marketing is about showing up regularly- not once every six months
- Small, consistent steps beat big bursts followed by silence

Quick Wins

Marketing doesn't always have to mean big budgets or long campaigns - sometimes small, simple actions can create the biggest impact.

Here are a few quick wins you can put into practice today to boost your visibility, connect with customers, and strengthen your brand.

- Update your Google Business Profile with photos, services, and regular posts
- Ask recent customers for reviews (this boosts trust and visibility)
- Write down your top 3 customer pain points - make them the focus of your website and posts
- Use one social platform well instead of half-doing three
- Collect emails (through your website or in-store) and send a short, useful update once a month



Where are you now?

Before you can grow your business, it's important to pause and reflect on where you stand right now. How well do you know your ideal customer?

Reflection!

Before planning any marketing strategy or campaign, ask yourself these questions.

- Who is my ideal customer?
- What problem do I solve for them?
- Can I explain my value in one sentence?
- Where do most of my new customers currently come from?
- Am I showing up consistently in the places my customers look?

If you're struggling to answer any of these questions, it may be worthwhile arranging for a full marketing review or booking a strategy session.



Next steps

Marketing doesn't have to be overwhelming. This playbook is just a starting point. The real power comes when you take these ideas and build them into a strategy that fits your business.

Want to stop guessing and start growing? Book your strategy session today.



Where I can help

Marketing Review & Audit

I'll take a clear look at what you're doing now, what's working, and where you're missing opportunities.

Strategy Session

Together, we'll create a simple, actionable plan to help you attract the right customers and grow with confidence.

Key takeaways.

Marketing isn't optional - it's essential

If customers don't know you exist or why they should choose you, they can't buy from you. A simple, consistent approach is far more powerful than doing nothing or relying only on word of mouth.

Clarity beats complexity

Know your audience, speak to their problems (not just your products), and keep your message clear and benefit-driven.

Choose the right channels, not all of them

Focus on the platforms and tools your customers actually use—like your website, Google Business Profile, one social channel, and email.

Consistency is the secret weapon

Regular small actions (like updates, posts, or emails) build trust and visibility far more effectively than occasional big pushes.

Quick wins make a difference

Simple steps—like updating your Google profile, asking for reviews, or writing customer-focused posts—can immediately improve your visibility and credibility.

Contact Information

Got a question, an idea, or just need a bit of extra guidance to get your marketing moving in the right direction?

Whether you're after a one-off consult, a fresh strategy, or someone to bring your brand to life across different channels, I'm here to make it simple and impactful.

Let's start the conversation – get in touch today.



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