

# Marketing

## QUICKLY & EFFECTIVELY

### THE FOUNDATION

S.M.A.R.T business goals - [FSB How to write SMART goals](#).  
Target audience - be specific to truly understand them.  
What do they want - their challenges, pain points, needs.  
S.M.A.R.T marketing goals related to business goals.

### PLANNING

Create a four-week plan - manageable and consistent.  
Set 3 content pillars - e.g. behind the scenes, budget tips.  
Decide on messaging - e.g. key dates, product focus.  
Post for Reach, Action, Convert, Engage.

### SOCIAL MEDIA

Post consistently where your audience is.  
Know your content pillars and messaging.  
What's your call to action (CTA)?  
Change up post types and notice what works.

### EMAIL

Create lists and segment audience by product/service etc.  
Be consistent and personalise.  
Focus your message and know your CTA.  
Automate and notice what works.

### TIME SAVING TIPS

Plan, time block and batch tasks, e.g. post writing.  
Create templates and repurpose existing content.  
Schedule posts and automate emails.  
Focus on what works and use free tools.

### FREE TOOLS

Canva - <https://www.canva.com/>.  
Adobe Express - <https://www.adobe.com/express/>.  
Metricool - [www.metricool.com](http://www.metricool.com).  
Brevo - [www.brevo.com](http://www.brevo.com).  
ChatGTP - <https://chatgpt.com/>.  
CoPilot - <https://copilot.microsoft.com/>.

### AI PROMPTS

Download useful AI prompts to help you on your marketing journey.

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