



The Small Business Marketing Guide (Australia)

A plain-English marketing guide for Australian small businesses — where to start, what to spend in A\$, and which channels actually work locally.

If you run a small business in Australia, marketing can feel like a money pit with no map. This guide is the map: plain English, no jargon, and built around how Australians actually find and buy from local businesses.

We won't pretend there's one magic channel. Instead we'll walk through what to do first, roughly what it costs in A\$, and how to tell whether it's working — whether you're in a Sydney or Melbourne metro market or serving a regional town.

1. Get clear on who you serve

Before you spend a dollar, write down who your best customers are, where they are, and what they're trying to solve. A cafe chasing the local 3km radius has a very different job to a B2B consultancy selling Australia-wide.

Australia is a small, connected market — people talk, and reputations travel fast. Being genuinely clear about your niche beats trying to be everything to everyone.

2. Own the basics: be findable

Most Australian buying journeys start on Google. Claim and complete your Google Business Profile, get your address, hours and photos right, and make sure your website loads quickly on a phone. This is local SEO, and for many small businesses it's the single best-value thing you can do.

Then get reviews. In a connected market, a steady stream of honest Google reviews does more heavy lifting than almost any ad.

3. Pick one or two channels and do them well

Don't spread a small budget across six platforms. For most local and consumer businesses that means Google Search ads plus Meta (Facebook and Instagram). For B2B and professional services, LinkedIn usually earns its place ahead of Instagram.

Bigger budgets can look at BVOD (catch-up TV streaming) or local radio, but only once the fundamentals are paying their way.

4. Plan around the Australian calendar

Two dates shape the year: the summer and Christmas run from December into January (great for retail and hospitality, dead quiet for many B2B), and end of financial year on 30 June, when budgets get spent and 'buy before EOFY' messaging works hard.

Map your busy and quiet seasons, then spend ahead of demand rather than chasing it.

Indicative starting points for a small Australian business — adjust to your margins and goals.

Channel	Good for	Rough monthly A\$ to start
Google Search ads	Capturing people already searching for what you sell	A\$500–1,500
Local SEO / Google Business Profile	Showing up in local map results and getting reviews	A\$0–500 (mostly time)

Channel	Good for	Rough monthly A\$ to start
Meta (Facebook/Instagram)	Awareness, local reach and retargeting for consumer brands	A\$300–1,000
Email & retention	Repeat business and word-of-mouth from existing customers	A\$50–200

Common questions

How much should a small business spend on marketing?

A common rule of thumb is 5–10% of revenue, leaning higher if you're growing or in a competitive metro market like Sydney or Melbourne. For many small Australian businesses that lands somewhere between a few hundred and a few thousand A\$ a month. Start with what you can sustain for at least six months — consistency matters more than a big one-off splash.

Which marketing channel should I do first?

For most local businesses, start with the basics that capture existing demand: a complete Google Business Profile, a fast mobile-friendly website, and a steady habit of asking happy customers for reviews. Once that's solid, Google Search ads are usually the next step because they reach people already looking for you.

Should I do marketing myself or hire help?

Early on, doing the basics yourself — your profile, reviews, social posts — is fine and keeps costs down. Consider bringing in help when you're spending enough on ads that small improvements pay for the fee, or when the time you spend on marketing is costing you more valuable work. Many Australian small businesses use a mix: in-house for day-to-day, an agency or consultant for strategy and the technical side.

How long until I see results?

Paid ads can drive enquiries within days, but it takes a few weeks to learn what works and stop wasting spend. SEO and reviews are slower — usually three to six months to build real momentum. Treat marketing as a steady investment, not a switch you flick on for a quick hit.

How do I measure whether it's working?

Tie spend back to outcomes you care about: enquiries, bookings, sales — not just likes or clicks. Ask new customers how they found you, use call tracking or a simple form, and watch your cost per enquiry over time. If a channel isn't producing leads or sales after a fair trial, shift the budget.

Do I need to be on every platform?

No — and trying to be usually spreads a small budget too thin. Pick the one or two places your customers actually spend time. For consumer businesses that's often Google and Meta; for B2B it's often Google and LinkedIn. Do those well before adding anything else.

[Read the full interactive guide, with a free tool, at cmbeyer.com](#) — or ask Bea to build a package for your business.