



The Small Business Marketing Guide

Marketing without the jargon — what to do, in what order, and roughly what to spend.

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Most small-business marketing advice is either vague or written for companies with a marketing team and a five-figure budget. This guide is for the rest of us: the owner-operator doing the marketing between everything else. Good marketing is really four things done in order — understand who buys from you, help them find you, make it easy to say yes, and keep them coming back.

1. Understand your customer

Everything downstream gets cheaper and more effective when you know exactly who you're selling to and why they buy. Write down your best three customers — what problem you solved and what nearly stopped them buying. Note where they look for a solution, and pin down your one-line value: who you help, with what, and why you over the alternative.

2. Get found

Make sure the people who already want what you sell can find you — you don't need every channel, just the two or three where your customers are, done well. A complete Google Business Profile and a website that answers real questions compounds for free over time. Use paid ads for speed; use content to earn search traffic and trust at once.

3. Win the sale

Traffic is wasted if the next step is unclear — most small businesses lose more sales on the website and in the follow-up than at the top of the funnel. Give every page one obvious next action. Show proof. Follow up fast: leads go cold in hours, not days.

4. Keep & grow

It costs far more to win a new customer than to keep one. Stay in touch with a simple email list, make referrals easy by asking happy customers directly, and tighten operations so one sale becomes repeat business and reviews.

How much should you spend?

Established — maintaining ~5% of revenue

Growing steadily ~10% of revenue

New / pushing for growth ~15% of revenue

A starting split **45% getting found · 20% web · 20% creative · 15% tools**

Five mistakes that cost the most

- Spreading too thin — be properly good on two channels, not mediocre on six.
- Not measuring — if you can't see which marketing brought which enquiry, you're guessing.
- Ignoring existing customers — the cheapest growth you'll ever get.
- A website that doesn't convert — pretty but no clear next step.
- Quitting too early — SEO and content take months to compound.

This guide is general information from CM Beyer Limited, a UK marketing and business-management consultancy — not advice tailored to your specific situation; figures are illustrative starting points. Read it online, with the interactive tools, at cmbeyer.co.uk/resources/.