



Your Marketing Tools

Welcome to Cheeky Monkey Success Training!

Thank you again for registering for the Free Micro Trainings!

Here are your marketing tools that may assist you in growing your business.

1) Your Online Presence

- a) Ensure your website content is up-to-date.
- b) Ensure your website is Search Engine Optimised.
- c) Use a hosting company with good and fast customer support and value for money
- d) Make sure you have easy access to login to your website. You most likely have a website with a C-Panel (common practice).
- e) Register a G-mail address to be able to properly interact with Google.
- f) Register a Free Web Page through Google on Google My Business. You can upload photos, text and special offers, BUT don't expect automatic, free traffic to your business from that. It is an added free feature GOOGLE has for people who own businesses and it also helps them verify and locate your business for Internet Searches.
- g) Either integrate GOOGLE REVIEWS with your website (a web designer will/can do that, if you don't know what to do.) OR make sure you encourage/request your customer/clients to review you on GOOGLE. Thank them online with a typed response when they do. You can do this via your GOOGLE MY BUSINESS page or your Gmail login.
- h) Make sure your website has easy-to-find contact info such as a phone number. An enquiry template and a Security/Spam Filter CAPTCHA feature will prevent a lot of spam coming into your inbox.
- i) Set up a Facebook Business Page and ensure you (or someone who works with/for you) posts regularly. Not just 'sales pitch' content or special offers, but things your audience may be interested in.
- j) Respond to Facebook/Messenger messages/questions quickly.

2) Your Marketing Materials

a) Have the best quality business card you can afford (without going over the top). You never get a second chance to make a first impression. (We will cover this in Video 2)

b) Research what your competitors are doing online and offline. Look at their website. Their Social Media Presence, their printed materials, their promotional offers, their print advertising. Ask yourself: What can I do better in my business to improve turnover? What strategy do I need to create and implement to reach more customers? (If it's online, the fastest way to get enquiries is GOOGLE ADS, if it's offline, it's usually a distributed letterbox drop in your target area or a personalised letter, which needs to be sent to potential clients.)

If you have any questions or need any help with any of the above, send me a message or contact my team on 1300 85 66 24 or email:

production@cheekymonkeymarketing.com.au

More details on what to do and how to ensure you get the best results from your business activities in Micro Training Video No 2.



André Moreitz
Managing Director
Marketing Specialist



CHEEKY MONKEY SUCCESS TRAINING

A division of Cheeky Monkey Marketing Pty Ltd P.O. Box 6190 Rouse Hill NSW 2155 Ph. 1300 85 66 24

Email: info@cmsuccesstraining.com.au

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