

## Digital Marketing Resources for SMEs

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### 1. Social Media

More people are online now during the day than ever before, put your brand in front of them.

If this isn't your area of expertise, delegate it to someone in your team (or your family if needs be) who can set it up for you and get it up and running. It will be easier for you to step in then and manage it yourself.

Facebook and Instagram are the most obvious channels to ensure to be present on for your brand, mainly because they have the broadest reach and the greatest flexibility for advertising and insights. You might want to try Twitter too depending on your industry and how many regular updates you are likely to have.

Engage your customers by using hashtags to connect to conversations that are relevant to your business.

<http://www.the-pixel.com/social-media-channels-explained/>

### 2. Email Marketing

A trusted source of contact for your customers and always reliable for giving you clear insights. Email has a high conversion rate (2.3% versus 1% for social media) so it can be a great sales driving tool for your business and a great way to get customers to visit your website.

Free and easy to use programmes such as Mailchimp are a great place to start.

<https://chimpessentials.com/how-to-use-mailchimp-tutorial/>

### 3. Blogging

Building your SEO can be a slow-burn and takes time to build but you should ensure your website is optimised to give the best organic ranking in your field. Simple things like having an active blog can really help this by boosting your organic ranking. It can set you apart as an industry leader and expert in your field and that will build trust with your customers. Keep it short and relevant to engage your customers. Also, blog regularly so that your customers come to expect and appreciate your updates.

<http://www.openvine.com/small-business-internet-blog/5-benefits-of-blogging-for-your-small-business/>

### 4. Website

Keeping your website up to date and active is an obvious but an important one. Show your operating status at this time somewhere on the home page, so that your customers can see that you are open for business.

If you need some help to update your website or improve your web presence, your local enterprise office can help with an Online Trading Voucher to the value of €2,500. They also recently announced that even if you have received this voucher in the past, they are offering a second one to businesses to help you adapt to the new digital requirements for businesses at this time.

<https://www.localenterprise.ie/Discover-Business-Supports/Trading-Online-Voucher-Scheme-/>

## 5. Google Analytics

This is your window into your website and will show you how your customers are engaging with your brand. You can get a lot of insight from looking at very top line analytics, so you don't need to be an expert. Use the information wisely however, because it can help you to see what is working and what is not for your business. Where are your customers coming from? Who is your core customer? Where do they live? What devices are they browsing on? All of this information is at your fingertips.

<https://exposureninja.com/blog/beginners-guide-how-to-use-google-analytics/>

## 6. Paid Advertising – Google / Social Media

With a very limited budget you can have a strong impact through paid campaigns with Google or on social media. This will get you reach with new customers and help build brand awareness. This will be crucial when it comes to post-COVID 19 times and you want your business to be remembered and to continue to thrive.

<https://blog.hubspot.com/marketing/online-advertising>

### Other resources:

- **One A Day** – a collaboration platform that has been developed by iZest marketing with a lot of other agencies, influencers and brands, offering small businesses support at this time.  
<https://www.oneaday.ie/>
- **Local Enterprise Office (LEO)**: offering mentoring and support for small businesses – they run great marketing courses on social media, Google analytics, Adwords, and many more.  
<https://www.localenterprise.ie/>
- **Influencer marketing**: depending on your industry, influencers can have a fantastic impact on your business. Identify who the key influencers are in your industry and reach out to them. Many of the leading influencers are helping small Irish businesses at this time.