

ULTIMATE MARKETING STARTER



Ask yourself, “What appeals to my Customer?”, “How does my business, my product solve that for them in a way that no one else’s does?” Figure out what your Customer cares about and ensure all your Marketing material reflects that.

BRANDING

WHY IS BRANDING IMPORTANT?

It’s the face of your business. Your customer should be able to look at the packaging of your product or a social media post and know who created it.



CONSISTENCY IS KEY

From colours to logo, to type face, having consistency across the board is important to ensure your customer recognizes you.

SIMPLE, EYE CATCHING LOGO

Logo should include brand colours and brand type face and be used for Social Media, stationary, video, print etc



WEBSITE



YOUR DIGITAL STOREFRONT

Want your Website to scream what your business is known for. You believe in quality product? Your Website should highlight that.



MAKE WEBSITE EASY TO USE

A confusing Website can deter people from fully utilizing your Website which can hurt your business.

SOCIAL MEDIA

2025 & BEYOND, ALL ABOUT SHARES

Would someone want to send your post to a friend? If the answer is no, maybe rethink the post.



PLAY WITH A VARIETY OF SOCIAL POSTS

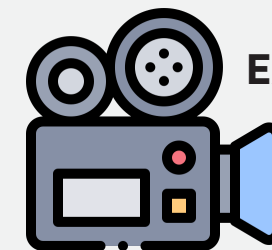
Switch between carousel posts, single posts, videos, stories etc.



UNDERSTAND THE DEMOGRAPHICS

Knowing what audience uses each Social Media platforms the most will help you cater your content to them.

VIDEOS



NO NEED FOR EXPENSIVE EQUIPMENT

If you have good lighting and good audio, we find those two are two most important technical aspects.

MOST SOCIAL MEDIA PLATFORMS HAVE EDITING TOOLS WITHIN

Don’t be intimidated by the editing process, most apps have easy editing tools built in where you can edit, add music, graphics etc.



SEARCH OTHER VIDEO PLATFORMS FOR IDEAS

Search other platforms and get inspired!