



ADVERTISING & MARKETING QUICKSTART GUIDE



GETTING STARTED!

Advertising and Marketing is really hard to understand, and it can be very expensive if you don't know what you are doing, and you start experimenting on different advertising platforms. Also don't assume what works for another business is going to work for your business especially if they are completely different businesses.

Know the facts first:

FACT: 50% of Businesses will FAIL in the 1st Year!

FACT: 95% FAIL within 5 years!

FACT: Over 80% of Businesses Don't advertise at ALL!

The #1 reason Businesses DON'T advertise is because they say they can't afford it! "You Can't afford NOT to advertise!" ~Kat Ramirez

Please keep in mind that There is NO Quick FIX to Growing your business!

Advertising and Marketing is just like anything else in life, you have to invest in it and work at it in order for you to see the results.

There are NO magic pills or programs Absolutely NONE and if someone tells you they have one please consult with us to help you understand that program and its promises.

You ONLY have 2 options to promote and grow your business

With advertising and marketing, you only have 2 options when it comes to advertising and marketing. Your 1st option is to do everything yourself; you pound the pavement and knock on the doors to get customers to come to your business. The 2nd option is to pay someone like a salesperson to do it for you or use some form of paid advertising to get customers to your doors.

There is no 3rd option, if you choose to do nothing your business will FAIL. Please know and understand this when making any advertising and marketing investment decisions.

BURGERS

CASE STUDY

Advertising & Marketing is a Marathon not a Sprint! You have to be Consistent for it to WORK for you!

“Sprinkling advertising here and there is not going to grow your business.” ~Kat Ramirez



McDonalds Great Case Study

McDonalds is a billion dollar Company they are very successful and they are very Branded and they started out just like you and I as a tiny one man shop but let's talk about McDonalds today the billion dollar business - you will never ever see McDonalds go dark (meaning they are not on some form of advertising platform i.e. Billboards, Television, Radio and so on) for one day ever because McDonalds knows it has to remind me, you and everyone else to buy a Big Mac every day or they will lose hundreds of thousands of dollars. They know they have to remind us to buy a Big Mac, so they won't lose market share.

So why would you do your advertising and marketing any different from a multi-billion dollar well branded company? It is not the level of spending or the advertising platforms they use. It is the advertising strategy to stay in front of your future customers every day to remind them to shop you every single day over and over? Consistency is what helped earn McDonalds to be the Market leader.



Advertising & Marketing Tips

OK Now getting Started what are your advertising and marketing options:

1st You need a website - Why because it is the only way for you to track your ROI (Return on Investments) Once you have a website you can put a special code on your website that will track where your traffic is coming from and what your traffic is doing on your website. This is invaluable it is the same as seeing someone walk through your doors and see where they go in your store or place of business.

There are several options for an affordable website - WIX, Weebly, Squarespace and there are others. What you need to make sure with your website is that it is SEO (Search Engine Optimized) Friendly, Mobile Friendly, and Secure so that no one ever compromises your information or any of your client information that you might store on your website.

DO NOT OVERSPEND on your website - Again I am going to repeat myself DO NOT OVERSPEND on your website!

Go Barebones on your website unless your website is a special site that needs very specific codes for it to function like Match.com or some other website that will do special matching or complicated analysis or has AI functions. If your website is for a traditional business the rule of thumb is less is more and save your big dollars to drive traffic to your website.

2nd Social Media - Set up the social media profiles that make the most sense for you. Please don't set up a profile on every platform if you aren't going to post to them consistently every week. Pick and choose your battles don't try to be everything and do everything. Once you set up your social media please put a plan in place to post consistently every week.



SOCIAL MEDIA

CONTINUED

3rd Free Business Listings – This is great for organic SEO (Search Engine Optimization) Sign up for as many free listings that are available to you. A few to get you started are Google Business Listing, Yelp Business Listing, Bing, Angie’s List, MapQuest, TripAdvisor, HomeAdvisor and so on. NEVER NEVER pay to be on a business listing there are enough free ones to use, unless you choose to be on a membership listing

4th Create Blogs – This is great for organic SEO especially if you have credible links in your blogs to help you create authority for your site. Research keywords to understand what to blog about and know what people are searching in your industry that they want to know more of. Research is key here don’t just blog on topics you like, or you want to do, they have to be on highly searched topics for this to work for you.

5th Use Press Releases – This will only work if you are giving back to the community or you are doing things that will impact the community positively. This is what you do to get earned media, it is NOT a guarantee at all. Press Releases need to be expertly written to captivate the media to pick up your story. You will need to get a list of media contacts so you can send them the Press Release on a consistent schedule.

6th Create Videos – Videos are the new norm for Social Media whether you are doing live video or creating videos to air later. The prediction from experts is that video will be the only thing you see in Social feeds within 3 years. Videos are great because people can learn about you and you can create an intimate relationship with your followers with videos.

7th Email Marketing – This is low hanging fruit people who already love you that will buy from you again. You should always be capturing new people to market to with a sign-up list on your website or by doing workshops or webinars. earn McDonalds to be the Market leader.

ADVERTISING

ABOUT KAT



With nearly three decades of career and entrepreneurial experience focused in Television Advertising & Marketing Sales Management, Marketing Expert Kat Ramirez offers expertise as a sought-after Consultant, Public Speaker, Podcaster and Community Leader.

Kat has worked with thousands of businesses all over the United States helping them Stand Out and Grow.

Kat is committed to helping Businesses Survive and Succeed with resources not available to most business owners because they are busy or they are strapped for funds. Kat is an advocate for small businesses she offers training to help any business succeed whether they need help with Marketing, Sales Training, Mentoring or just need someone to bounce decisions off at.

Previously, Kat helped thousands of businesses in five major markets with high-profile companies. She launched her career as an Account Manager with Roberts and Russell, Inc. Advertising Agency, working alongside the top branding agencies McCann Erickson and Leo Burnett. Kat is a woman-owned, veteran-owned and minority-owned business leader in the advertising and marketing marketplace. She has a Bachelor's degree in Business Management with a minor in Advertising and Marketing from the University of Central Missouri.

With over 30 years of experience - Kat has proudly served our country in the United States Air Force. Contact her at info@adbidtise.com or www.calendly.com/adbidtise
