

Your Podcast Worksheet

Valuable marketing advice for your Australian small business



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EPISODE 22

Great marketing advice for your small business in 2024

In this special Little Marketing podcast episode, Director Michael Kava and GM of Client Delivery Hayley Lim are joined by small business owner Mark Wheeler who came on to ask how Little Marketing help our clients, why we're different and how we work with our small business clients.

Hint: If you're a new business, "imagine" 12 months' time from today and then attempt this exercise.

1. Think about why you're different to the competition beyond the level of customer service you provide

2. Who is your main target audience?

3. How often are you communicating to your audience?

4. Create a timing plan for all of your activity
