

Your Podcast Worksheet

Valuable marketing advice for your Australian small business



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EPISODE 21

Small Business Marketing October Q&A.

In this special Little Marketing podcast episode, Director Michael Kava is joined by Hayley Lim, our GM of Client Delivery to answer some small business marketing questions sent in by our listeners.

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

1. How are you positioning your business differently to the competition?

2. List down what marketing activity is working and what's not when it comes to driving revenue into your business

3. Consider what marketing activity is working. Can you do more of it? For the things that aren't working, how can you make them work or is it time to try something else?

4. How can you get more out of existing customers and clients, and how can you set up the infrastructure to help you to do this?

5. What activities have you not considered before and is it time to try them?

6. If you are a new, where do you think you are going to be getting your revenue from?
