



## Marketing Resources

*This guide is meant to be a compilation of resources to help support your business as it relates to Marketing and Sales, while you wait for services to be delivered.*

### Table of Contents

- [General Resource List](#)
- [How to Start Building a brand for Your Business](#)
- [DIY Photography Resource Guide](#)
- [List of other organizations that provide free & low-bono Marketing services](#)

## Marketing & Sales Program Resource Guide

Updated May 2023

### Hire Affordable Designers and Marketing Specialists

*(you can search by skill, rating and budget)*

- [Upwork](#)
- [Fiverr](#)

### Selecting a Website Platform & Website Maintenance

- [7 best website builders for businesses with features compared & pricing](#)
- [9 best website builders for small businesses compared \(with pros & cons\)](#)
- [6 Best Drag & Drop Website Builders](#) (paid and free)
- [10 Common Web Maintenance Costs](#)

### Google Analytics For & From Your Website

- [Get Started with Google Analytics for Your Website](#)
- [Using Google Analytics to Help Shape Your Marketing Strategy](#)

### Free / Low-cost Ways to Promote Your Business

*(the more you know about your target customer, the easier it will be to prioritize your channels)*

- **General**
  - [Marketing like a pro](#)
  - [E-commerce and social media marketing](#)
  - [E-commerce digital marketing](#)

- [E-commerce 101](#)
- [SEO](#)
- **Social Media**
  - [Overview and how to get started](#)
  - [Paid advertising overview and types of ads](#)
  - [Social Media Playbook for Food & Beverage](#)
- **Email**
  - [Mailchimp](#)
  - [Constant Contact](#)
  - [Klaviyo](#) - free plan
- **Press / media coverage**
  - [EZNewsire](#)
    - Free access to press releases
  - [How to get press and media coverage for your small business](#)
    - [How to pitch to journalists](#) (with examples)
  - [Pick of the best PR submission websites](#) (paid and free)
  - [List of 20+ PR sites ranked](#)
- **Additional great ideas**
  - [44 free \(or low-cost\) ways to advertise your business](#)
  - [17 ways to get free advertising for your business](#)

**Free Tool for Scheduling Social Media Posts:** [Buffer](#), [Tweetdeck](#)

**Free Tool for Creating Content:** [Canva](#), [Kapwing](#)

**List of Free Stock Photography Sites:** [21 amazing sites with free stock photos](#)

**Free Tool for Creating and Sending Surveys:** [SurveyMonkey](#)

**Free Tool to Research Competitor (or Any Brand's) Ads:** [Moat](#) and [Facebook Ad Library](#)

- Also great for getting inspiration for ads and call-to-actions

**Free Market Research Service** (to any small business): [RPL Business Insight Center](#)

**\*\*Find more [Free digital marketing tools for small businesses](#) on our Instagram\*\***

—

## **How to Start Building a Brand for Your Business**

May 2023

Your **brand** is how people perceive you wherever they interact with your business—both the interactions you can control and ones you cannot. A strong brand **helps differentiate** you in crowded markets. **Branding** is the process of building your business's identity, which includes not only your name, and logo, but also what you stand for and what you believe.

- [What is Branding and How to Build a Successful Brand in 6 Steps](#) (Video)

**How to Begin** (*brand guide template available on next page if you'd like to fill in as you go!*)

- **Identify your target audience** to better inform content, messaging, and prioritize marketing channels
  - [How to Define a Target Audience](#) (plus tools)
- **Identify your competitors** to gain inspiration, identify marketing and service opportunities, and inform how you position your brand so that it stands out from the crowd
  - [How to do a Competitive Analysis](#) (using free or low-cost tools)
- **Define the focus of your brand**—why do you do what you do, and who for
  - Identify your **unique selling proposition** (USP, also called unique value proposition) - **what do you do better or differently than your competitors?** For example:
    - Products: better features, performance, style or design
    - Services: faster, more convenient, cheaper
    - People: unique hiring practice or training method, level of expertise
    - [Types of USPs](#)
  - Tell people what problem you solve for them and why they want to buy your product or hire you.
  - Write a **mission statement** - why are you in business, what's your purpose
    - [Mission Statement: Definition, Examples, How to Write](#)
    - [Use Chat GPT](#)
- **Create a unique brand voice** that speaks to your target audience
  - [Brand Voice: What It Is and Why It Matters](#)
  - [Finding Your Niche and Defining Your Brand](#)
- **Design your brand's visual elements** - things like your logo, color palette and typography
  - Selecting your logo type
    - [7 Types of Logos](#) (and what they're best used for)
  - Selecting brand color(s)
    - [Brand Color Psychology](#)
    - [Choosing your brand colors](#)
  - Selecting brand typography and font(s)
    - [How to pick your brand fonts](#)
  - Additional reading and examples
    - [Brand Logos: The Good, the Bad and the Most Questionable Designs](#)
  - [Packaging Design](#)
- **Overviews for getting started with building your brand**
  - [Brand Building 101](#)
  - [How to Build Your Brand From Scratch](#)
  - [How to Create a Powerful Brand Identity](#) (step-by-step guide), [Create a Business Brand](#)

**Create Your Brand Style Guide**

A brand style guide serves as a master reference document and will help ensure consistency when designers, marketers, employees, or anyone else is working on materials or communication from your brand.

- Start Small's DIY (do-it-yourself) [brand identity template](#)
- [Examples of other brands' style guides](#)

NOTE: Brands can change and evolve with time. This document isn't set in stone, rather, it should serve as a quick reference for those working on your brand and on behalf of your brand. See 'additional reading and examples' above.

### **The Importance of Brand Consistency**

Brand consistency is the delivery of a brand's message that's in line with the brand's identity, values, and strategy over time. It means your audience is being exposed to core messages, visual branding and other brand elements repeatedly, which can help build brand recognition and build trust over time.

- [Brand Consistency: the Competitive Advantage and How to Achieve It](#)
- [Keeping Your Marketing Materials Consistent](#)
- [How to Make Your Brand More Consistent](#) (video)

### **Promoting your brand and building brand awareness**

- [Tips for Effectively Promoting Your Brand](#) (video)
- [Build Your Personal Brand](#) (video)
- [12 Ways to Effectively Promote Your New Product or Service](#)
- [10 Ways to Advertise Your Business](#) (with pros and cons of each)
- [30 Things to Post on Social Media When Building Your Brand](#)

—

## **Do-It-Yourself Photography Resource Guide**

Updated April 2020

**High-quality photography** is essential for business. It testifies to the quality of your product and entices buyers to purchase. This guide outlines how to take quality 1. Product photography and 2. Headshot photography on your own and on a budget.

### **General Equipment Needed**

- **Camera** - smartphones nowadays have high-quality cameras. No need to invest in expensive professional equipment unless that is part of your business offering (or you can afford it)
- **Lighting** (if you aren't using natural light)
  - [20 DIY Photography Lighting Hacks](#)
  - [9 Best Cheap Photography Lights](#)

- **White / neutral backdrop** - a white or light backdrop (such as a light tent) will reflect light back onto your product and improve quality
  - [DIY Photo Backdrops](#)
  - [7 Best Photography Backdrops](#) (if you have the budget)
- **Tripod** (optional but recommended) - a tripod will reduce camera shake
  - [Best Smartphone Tripods](#) (with comparison chart at bottom)

**Product photography** is the closest thing that online shoppers can get to touching your products.

There are two main types of product photography:

- Product-only (clean-cut) - this includes your featured product plus options of it in different angles
  - In-context (or lifestyle) - tells a story or shows how your product can be used
- Tip: It's best to show multiple product-only shots with a few lifestyle shots worked in*

### Getting Started with Product Photography

- [How to Rock Product Photography on a Budget](#)
  - Set up your background and product, keep things consistent where possible
  - Get your lighting right, are you using natural light (best on a budget) or studio light
  - Set up your product so it's on a stable surface, use a tripod with your camera if available
- [How to Take Amazing Product Photos with a Smartphone](#)
- [10 Practical Product Image Tactics to Increase Conversion](#)

**Headshot photography** is an official image (typically of your head and shoulders) for your personal brand and can be used for identification purposes or to sculpt your public persona, influencing how you're perceived. It can be used on:

- The About page of your website
- An author bio on blog posts or sales pages
- A profile picture on Social Media
- For media and promotional purposes.

### Getting Started with Headshots

- Have someone else take your photo if possible
- Use a neutral or simple background with even lighting (natural lighting if possible)
- Use HDR mode (if available)
- Give your head some space
- Take multiple shots, try different smiles and expressions so you have options, and consider your audience and product (are you trying to come across friendly, fun, or serious?)
- Good headshot examples of [women](#) and [men](#), and [bad examples](#)

- [Headshot Poses Tips and Examples](#)
- Examples of [Professional Headshots Outdoors](#)

### **Best Practices & Tips**

- [Phone Photography 101: How to Take Good Pictures](#)
- For outdoor shoots on a budget, it's best to use natural light ([How to Use Natural Light](#))
- [Common Photography Mistakes](#)
- [5 Common \(eCommerce\) Product Photography Mistakes](#)
- [10 Quick Tips to Take Better Photos](#)

### **Free Photo Editing Resources**

- [Best Free Photo Editors 2020](#)
- [5 Free Photo Editing Apps](#) (for phone)
- Note: Most smartphones also have photo editing capabilities

### **External Resources**

*Other organizations that provide free or low-bono marketing & sales services*

- [The NYC Small Business Resource Network](#) -
  - Provides free digital marketing services to eligible small businesses (including creating new websites, logos, and SEO consulting).
  - Applications will re-open in June.
- [Bronx Community College Design Studio](#) provides free web design, brand development, Promo flier design, and content creation
- Pacific Community Ventures: [Small Business Advising and Mentoring](#)
- SCORE: [Find a Mentor](#)
- SBDC: [Individualized business advising and technical assistance](#)
- Centro Community Partners: [Business Coaching](#)

### **RECURSOS de MERCADEO EN ESPANOL**

- [Marketing como los profesionales](#)
- [Encontrar su nicho y definir su marca](#)