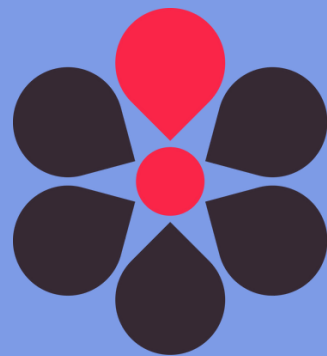




Marketing Resources Guide

Start Small Think Big
Updated February 2024



Start
Small
**Think
Big**



MARKETING RESOURCES GUIDE

Start Small Think Big presents our Marketing Resources Guide, a compilation of resources, information, and service provider recommendations for small business owners interested in marketing. This introductory guide summarizes key marketing concepts such as branding, social media, website development, photography, and more. It is intended to support our SSTB entrepreneurs as 1:1 marketing services are paused. Please reach out to hello@startsmallthinkbig.org with any questions.

PLEASE NOTE:

The materials presented here are for informational purposes only and not for the purpose of providing legal or financial advice. Information is reviewed and updated on a quarterly basis by Start Small Think Big staff.

While we summarize well-known community partner organizations that provide marketing support, SSTB does not specifically endorse or guarantee the quality of any particular organization. We welcome your feedback on this guide and how we can best help small businesses achieve their marketing goals.



Start Small
Think Big

Table of Contents

General Resources

Hire Affordable Marketing Specialists | Website Platform & Maintenance | Creating Content | Free & Low-Cost Ways to Promote Your Business | Scheduling Social Media Posts

Pages 1-2

How To Start Building a Brand for Your Business

What is Branding? | Identifying Your Target Audience | Create a Unique Brand Voice | Logos, Colors, Typography | Brand Style Guide Promoting Your Brand, Building Brand Awareness & Brand Consistency

Pages 3-6

Do-It-Yourself Photography Resource Guide

General Equipment | How to Rock Product Photography on a Budget | Headshots | Best Practices & Tips | Free Photo Editing Resources Phone Photography 101

Pages 7-9

External Resources

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

Page 10

Marketing Workshops

Comprehensive list of recorded workshops on marketing topics by SSTB and external partners

Page 11

Recursos de Mercadeo en Español

Guías, talleres y organizaciones que brindan servicios de marketing gratuitos

Page 12



General Resources

Hire Affordable Designers and Marketing Specialists

Marketing for a growing business can be a full-time job. While it is important to understand the fundamentals of your brand, target audience, and engagement, business owners may want to invest in support to delegate day-to-day marketing tasks. Find freelance marketing experts on the sites below. You can search by skill, rating and budget.

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

Selecting a Website Platform & Website Maintenance

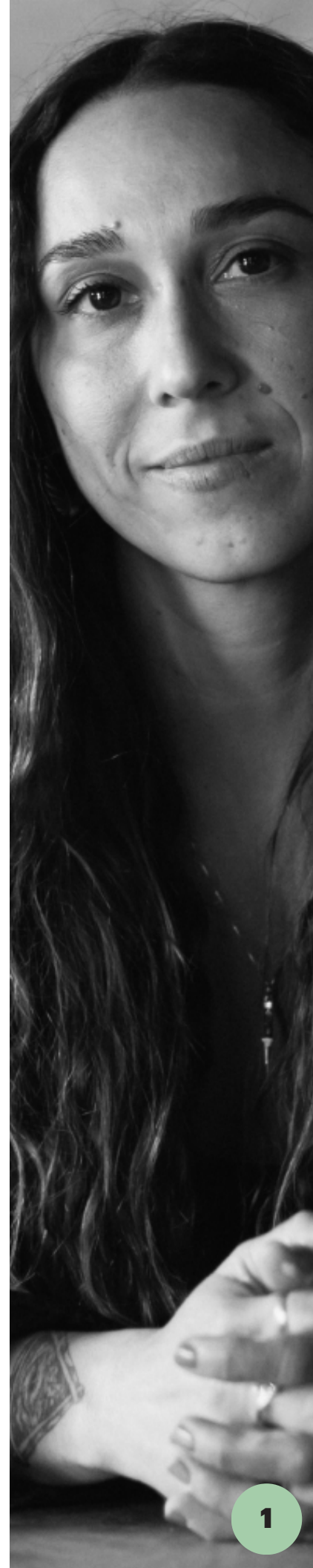
Having a clear, informative, and user-friendly website for your business is key. Your website helps your business establish credibility and expands your reach, as customers can find it via search engines or social media. It can also keep customers informed about products, services, or promotions, keeping them engaged and more likely to purchase your products or services again.

- [Best Website Builders for Small Businesses 2023](#)
- [10 Best Website Builders For Small Businesses Compared](#)
- [7 Best Drag and Drop Website Builders in 2023 \(4 are FREE\)](#)
- [6 Web Maintenance Costs You Should Know](#)

Google Analytics For & From Your Website

Google Analytics is a free digital analytics service that allows users to collect, analyze and track website traffic and data. This data can help users understand where their target audience is coming from, what pages they are most interested in, and how effective their website's content is in converting visitors into customers. This data, along with a range of other tools offered by the service, allow business owners to make data-driven decisions to improve their digital marketing efforts.

- [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

There are many free and low-cost marketing tactics small business owners can leverage to promote their companies without straining budgets. By utilizing options like search engine optimization, social media, email marketing, and PR, entrepreneurs can build brand awareness and drive business growth. The more you know about your target customer (covered on pages 4-5), 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 Businesses](#)

• Email

- [Mailchimp](#)
- [Constant Contact](#)
- [Klaviyo - free plan](#)

• Press / Media Coverage

- [EZNewswire](#)
 - 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](#)



Find more [Free Digital Marketing Tools for Small Businesses](#) on our [Instagram](#)

ALLFORSMALL™
#

General Resources & Tools

Free Tools for Scheduling Social Media Posts

- [Buffer](#)
- [Tweetdeck](#)
- [Meta Business Suite](#)

Free Tools 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](#)
- [Google Forms](#)

Free Tool to Research Competitor (or Any Brand's) Ads

- [Oracle Moat](#)
- [Facebook Ad Library](#)

Free Market Research Service (to any small business)

- [RPL Business Insight Center](#)

Additional Helpful Resources

Access Point

District Bridges' online platform provides step-by-step courses such as digital marketing for small businesses

NYC Business Solutions

Ongoing marketing workshops hosted by NYC marketing professionals

EntreSkills for Entrepreneurs

Interactive platform developed by the NYSBDC that can help develop a business concept, address legal and marketing issues, prepare financial statements, etc.





How to Start Building a Brand for Your Business

What is Branding?

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 Start Building a Brand for Your Business

1) Identify your target audience

In order to better inform content, messaging, and prioritize marketing channels

- [How to Define a Target Audience](#) (plus tools)

2) Identify your competitors

In order 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)

3) 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
- Tell people what problem you solve for them and why they want to buy your product or hire you.
- **Write a mission statement**
 - Your mission statement should answer: Why are you in business? What's your purpose?
 - [Mission Statement: Definition, Examples, How to Write](#)
 - [Use Chat GPT](#)



How to Start Building a Brand for Your Business

Part 2

4) Create a unique brand voice

Your brand voice should speak to your target audience

- [Brand Voice: What It Is and Why It Matters](#)
- [Finding Your Niche and Defining Your Brand](#)

5) 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 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 & 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

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
- 2) Headshot photography on your own and on a budget

.....

General Equipment Needed

• Camera

Smartphones 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 not using natural light)

[20 DIY Photography Lighting Hacks](#)

• 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)*



Best Practices & Tips

- [Phone Photography 101: How to Take Good Pictures](#)
- [How to Use Natural Light*](#)
 - *For outdoors shoots on a budget, it's best 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](#)
- *Note: Most smartphones also have photo editing capabilities*

Product Photography

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

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

External Organizations & Resources

One-On-One Marketing Counseling

The NYC Small Business Resource Network

Free digital marketing services to eligible small businesses, including creating new websites, logos, branding & SEO

Acción Opportunity Fund

Comprehensive, one-on-one advice for your business available through AOF's customizable business Coaching Hub. Learn how to improve your marketing efforts, social media presence, website, etc.

Bronx Community College Design Studio

Free web design, brand development, flyer design, & content creation

Pacific Community Ventures

BusinessAdvising.org platform connects small business owners with expert advisors who help you meet challenges in subjects like marketing, operations, sales, etc.

SCORE

One-on-one counseling and mentoring, low-cost workshops

Small Business Development Centers

Local centers providing individualized business advising & technical assistance

Centro Community Partners

Customized business coaching for entrepreneurs to support specific issues, such as marketing & social media

Washington Area Community Investment Fund (Wacif)

One-on-one coaching in marketing, as well as taxes, insurance, real estate, etc. for all stages of business development

Enterprising Women of Color DMV Business Center

Individualized consulting services for new & existing business owners

Together We Thrive

Technical assistance (such as digital media support) for Black entrepreneurs in NYC

California Women's Business Centers

One-on-one counseling, workshops & training for women entrepreneurs in CA

New York Women's Chamber of Commerce

Comprehensive one-on-one business assistance (including marketing support) for women entrepreneurs in NYC

NYPace

8-week cohort based program providing customized, project-based consulting for NY-based entrepreneurs



Marketing Workshops

SSTB Workshops

General

- ▶ [Don't Forget Traditional Marketing: Using the Right Marketing Efforts to Sustain & Scale Your Business](#)
- ▶ [How Small Businesses Can Leverage PR to Scale Their Businesses](#)
- ▶ [Public Relations 101](#)

Branding

- ▶ [Are You Your Brand?](#)
- ▶ [Branding for Small Businesses, Where to Start?](#)

Social Media

- ▶ [Using Social Media to Connect & Convert](#)
- ▶ [Master Your Communication Strategy to Level Up Your Social Media](#)

SEO

- ▶ [What is SEO? And Why Should I Care?](#)
- ▶ [SEO Fundamentals for Small Businesses with Sage SEO](#)

Workshops Hosted by Other Organizations

General

- ▶ [Grow Your Business With Digital Marketing](#)
- ▶ [How to Build Your Social Media Presence in 15 Minutes a Day](#)
- ▶ [Email Marketing Strategies to Propel Your Business Growth](#)
- ▶ [Branding: Stop Looking Like You Don't Know What You're Doing](#)
- ▶ [Product Photography for the Small Business Owner](#)

Website

- ▶ [Win Customers With Your Website](#)
- ▶ [Is Your Website AWESOMESAUCE or just Meh?](#)
- ▶ [Websites 101: A Beginner's Course on Website Creation](#)

Social Media Platforms & Tools

- ▶ [Facebook 101: The Basics of Facebook for Small Business](#)
- ▶ [Canva: A Graphic Design Tool for Anyone](#)
- ▶ [The Basics of TikTok Digital Marketing](#)
- ▶ [Get a Bigger Slice of the LinkedIn P.I.E.](#)
- ▶ [Marketing Through Pictures: Instagram Tips and Tricks](#)



Recursos de Mercadeo en Español

Servicios de Apoyo Uno a Uno

Centro Community Partners

Coaching empresarial personalizado para emprendedores para apoyar temas específicos, como marketing y redes sociales

Acción Opportunity Fund

Asesoramiento completo e individual en español disponible a través de Coaching Hub. Aprenda cómo mejorar su marketing, presencia en las redes sociales, sitio web, etc.

Latino Economic Development Center

Los expertos comerciales de LEDC brindan asesoramiento y capacitación personalizados para ayudarlo a administrar y hacer crecer su negocio, como apoyo de marketing, aumentar su presencia en las redes sociales y aumentar la base de clientes

Latino Business Foundation of Silicon Valley

El Centro de Recursos para Negocios Pequeños en línea de LBFDV brinda orientación útil sobre marketing completamente en español.

Latino Civil Alliance

El programa PRIMERO ayuda a negocios pequeños a lograr el éxito y la sostenibilidad, brindando asistencia técnica y servicios comerciales como marketing, apoyo para planes comerciales, gestión de flujo de caja para planes comerciales, gestión de flujo de caja, etc.

Guías y Talleres de Marketing

Start Small Think Big

- Domine su estrategia de comunicación para subir el nivel de su contenido en redes sociales
- Planifique su Página Web para Tener Éxito en Línea

Otros

- Mercadeo & Ventas para Negocio de Alimentos (Taller)
- Como usar Facebook para crecer su negocio (Taller)
- Marketing Digital: 5 Pilares (Taller)
- Marketing como los profesionales (Taller)
- Encontrar su nicho y definir su marca (Taller)
- Guía de Recursos para Pequeñas Empresas (Guía)
- Introducción al marketing en redes sociales (Guía)
- Sugerencias de marketing digital para negocios pequeños (Guía)

