

5) Connection – Create a Strategy

In business it's not necessarily what you know, but more so who you know. Your business connections are the greatest ways to scale your business and open doors you had no idea existed. Create a list of potential consumers (aka direct to consumer – DTC) and other business channels (aka wholesaler/ retailers, referral partners, product reps etc). Then, create an action plan of how you will connect with them in the Customer Relations Spreadsheet (CRM).

Identify specific places where your target market spends time and how they might discover your product. Aim to have a team of brand ambassadors/partners behind your business where you can offer them/their clients greater value by recommending your product. This could be coupons, mutual referrals, freebies etc. The more people who 'know and recommend your product', the more validation and trust you will get with your direct consumers.

6) Marketing Channels

Think about the largest channel for brand exposure to target your audience effectively. Consider starting with platforms that align with your target market's demographics and interests.

Platforms or Places to Sell

The beauty of our modern era is the abundance of free and organic avenues available to foster business growth. When it comes to choosing platforms or places to sell, consider whether e-commerce or physical/in-person sales align better with your target audience's preferences and market reach. Evaluate the advantages and disadvantages of each approach to determine the best fit for your specific product or service.

Organic and/or Free Marketing Channels:

Social Media:

- Facebook: Widest reach of all the channels, suitable for various content types.
- Twitter: Real-time updates and engagement.
- Instagram: Visual platform, ideal for showcasing products and pull marketing.
- Pinterest: Visual discovery and inspiration.
- LinkedIn: B2B networking and professional content.
- YouTube: Short or long form video content with high engagement.
- TikTok: Fast-growing platform with potential for wide reach through short-form videos.

Platform	Average Age Range
Facebook	25-34
YouTube	15-25
Instagram	18-34
TikTok	16-24
Snapchat	13-24
Twitter	18-29
Pinterest	30-49
LinkedIn	25-34

Total Active Users



Email Marketing:

- Building and nurturing relationships with subscribers. Sending targeted campaigns and updates.

SEO Optimisation:

- Optimising website content for search engines. Improving visibility and organic traffic.

Brand Ambassadors, influencers or User-Generated Content (UGC):

- Leveraging influencers & real consumers and promote/endorse products/services.