



VIRTUAL BUSINESS ASSOCIATES

STARTING GUIDE

FOR SMALL BUSINESSES

SPRING 2022





ABOUT VBA

Virtual Business Associates is a remote office management company with offices from Detroit to Denver that can handle all of your office tasks, from scheduling clients to ordering supplies to marketing and more!

VBA was started in 2021 by Angela VanSchoick and Misty Mills after they saw how many small businesses and contractors were struggling during the pandemic. With a large network of staff with various types of experience, we are certain that we can meet all of the needs your business has.

We hope that this free guide can help your small business succeed. If you find you would like more assistance, please reach out to use or visit our website for a quote at:
www.virtualbusinessassociates.com

**WE RUN YOUR OFFICE
SO YOU CAN RUN YOUR BUSINESS**



IDENTIFY YOUR TARGET AUDIENCE



Before you begin any marketing, you need a plan! One of the key points of a good marketing plan is to identify your target audience and market directly to them.

But *how* do you identify that audience?

Analyze your customer base. By knowing who your audience already consists of, you can determine how far off your ideal client you are. An action item can then consist of narrowing that gap.

Another key item is to identify who your audience *is not*. You want to avoid someone coming across your marketing who has no need for it. Be harsh. We all want to think that we should market to everyone and then they can tell their friends about your services or product, but at this state you probably can't afford the marketing costs for those potential audience members.

Concentrate on these key criteria:

Demographics, Psychographics, Geographics and Behavioral Characteristics.



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CREATE YOUR MARKETING PLAN



A marketing plan is exactly what it sounds like: a plan for your marketing.

So how do you create one yourself until you are ready to have a professionally created plan with action items?

First, focus on your goals and objectives. Make sure they are actionable, meaning they have a clear goal. ("I am spending \$400 on boosting this specific message and hope to gain 100 new followers." rather than "I want to get more followers.")

Define your target audience and research how they consume information. (If your ideal audience is 21-30, you would not want to put your entire budget into Facebook ads, for example. If your audience is 50+, you wouldn't dump your budget into TikTok, etc.)

Develop a timeline and a budget. Know how long you want to give your marketing to get the return you want, and exactly what that return is. Then figure out how much you are willing to spend on it.

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RESEARCH YOUR AUDIENCE



Now that you know who your ideal client is, you need to find out where they live digitally and how they prefer to consume information.

Check your Google Analytics to see what you can find out about your audience. You should have your website already set up and have the SEO done. Once you have enough visitors, you can drill down by sub-sections such as geography, interests, demographics and more. (If you don't know what any of this means, you'll want to hire a professional!)

Ask your existing customers about themselves by using a survey. Know the purpose of each question, make the questions short and easy to understand, then offer something in return for participating in your survey.

Check the insights that Meta Business Suite offers regarding your Facebook and Instagram audience.

Spy on your competitors! Analyze who their followers are on social media platforms and what they are offering.

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CREATE EYE-POPPING CONTENT



This is where an expert can come in handy. When you know who your audience is, you will want your content to be designed and written with them in mind. You also want to know the current trends. In 2022, content is trending to be more bold, eye-popping and dripping with personality.

You'll want to have clear professional pictures of your product. Hiring a photographer isn't necessary if you have a high-resolution camera (or phone), a good handle on proper lighting, and know the best angles for your photographs. If you are unsure about any of this, you will want a professional. After all, the goal is to make people want what you have to offer. Blurry low-res pictures aren't going to accomplish that goal. Consider it a vital investment.

And don't forget video! The biggest push right now in 2022 is video. Whether it is short items for something like Reels or TikTok or a longer-form video for marketing and YouTube, you will want to make sure you have plenty of fun memorable videos for your audience!

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BUILD TRUST IN YOUR BRAND



Trust is the currency of the internet when it comes to brands and marketing. But what exactly does that mean?

Trust in a brand is more than a potential customer knowing that the product is a good quality, it covers the entire experience that customers have with your brand.

Examples of this is the award on a brand's Facebook page showing that they respond to messages quickly, an Angi's page that has a high rating, social discussion regarding your brand and more.

If you have a great product but you are known for rude responses online, misspellings in posts, low quality photos or not responding to reviews (good AND bad), you will not build trust in your brand.

Start by being seen as a Thought Leader in your industry. If you own a bar, help other bar owners when you can. If you are selling a product, concentrate on teaching about your product rather than selling it. And above all, be authentic in your voice, whether you do it yourself or hire a professional to manage it for you.

THANK YOU

for your trust in our expertise and for letting us help you get started with your small business.

As a show of gratitude, we would like to offer you 20% off your first month of any services should you allow us to help you! Mention this code:

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VIRTUALBUSINESSASSOCIATES.COM



Business Coaching

If you found this guide helpful and would like more in-depth assistance, we provide business coaching on all aspects of a business!



Brand Management

Do you need help setting up or managing your online presence? We can help with that and more, visit our website for more information!



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