

21 WAYS TO MARKET YOUR SERVICE BUSINESS CHECKLIST

by Chelsea Johnson
Business Consultant & Strategist.



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*I know its hard
marketing your business.
You put ads out there but
it seems like all you get
are crickets. Here are a
few ideas that worked for
me. I hope they will do
the same for you Put
some elbow grease on
and get to work
Happy Marketing!*

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Go LIVE daily or every other day on Social Media educating your audience. Give them a call to action at the beginning, middle and at the end of the LIVE.

Write an industry book or e-book. This will position you as an expert.

Host an industry related event and invite a panel to speak on topics that are trending. Again, this positions you as an expert and a thought leader in your industry.

Give persons a behind the scenes view of what its like working with you.

Ask 20 friends and family to share your content when they see your post on Social Media.

Use paid ads to help share your message. Position the ad in different locations and demographics.

Be a guest on someone LIVE or podcast that has the same audience that you are trying to reach.

Share your expertise through groups on Social Media.

IDEAS

Use STORIES on Social Media to share information about your industry.

Flyers still work. Invest in them!

Use your business WhatsApp snap to share information daily. Don't forget to completely fill out your profile on this platform.

Are you using email? Email marketing is still hot!

Make sure to get on Google Maps. This is awesome for local businesses.

Get your website SEO updated to reflect keywords that your audience are using to search for services such as yours. This will position your business #1 on search engines.

Update your website regularly.

Create an industry workshop.

Make sure that you are on local directories online.

IDEAS

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- Use testimonials and share what others are saying about your services.*
 - Set up affiliate programs.*
 - Pay for ads with influencers on their platforms.*
 - Boost your post and ads on Social Media.*

CH ELS EA

Chelsea Johnson is a spirited entrepreneur, business consultant, lecturer, author and motivational speaker. After experiencing so many losses and victories in her life and business, she presents a bold, authentic message which empowers entrepreneurs to fight for their businesses!

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Moreover, her life's purpose is to equip, empower and inspire others to be the best that they can be in their craft. In recognizing her purpose, she has become a business midwife to many people, helping them to give birth to their hopes and dreams! This resulted in her aiding over five hundred plus (500+) entrepreneurs in developing their business ideas, constructing branding and marketing plans and creating game changing strategies which has catapulted their business.

- *Marketing & Branding*
- *Digital Product Creator*
- *Business Development*
- *Business Planning*
- *Presentation Skills*
- *Product Development*
- *Graphic Design*
- *Event Planning*
- *Website Creation*
- *Business Administration*
- *Sales Lead & Generation*
- *Training & Development*

Areas of Expertise



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JOHNSON

CONTACT

*If you need help creating a
marketing plan, for your business
give us a call today!*



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