

HOW TO START BUILDING YOUR SME MARKETING STRATEGY

Unsure on how to make the most out of your marketing resources? Check out our handy checklist below to help you make sure you are covering everything to get the best out of your marketing.

SET GOALS

What do you want your marketing to achieve?

Start by setting SMART goals - Specific, Measurable, Achievable, Relevant and Time-bound. For example:

- “Increase enquiries by 20% in 6 months”
- “Grow email subscribers by 300 in Q3”
- “Attract 1,000 monthly visitors to our website within 90 days”

Tip: Tie each goal to a real business outcome, not vanity metrics.

KNOW YOUR AUDIENCE

Who are you really trying to reach?

Define your ideal customer clearly:

- What’s their job title or role?
- What problems are they facing?
- What motivates their buying decisions?

When you know your audience, you can speak directly to their needs and create content that truly connects.

KNOW WHAT’S WORKING

Before jumping into something new, review what you’ve already got:

- Is your website clear, fast and conversion-ready?
- Is your SEO helping people find you?
- What content is performing best on social media or email?
- Where are leads actually coming from?

Tip: Use free tools like Google Analytics, Search Console and social insights for data you can act on.

CHOOSE YOUR CHANNELS

You don’t need to be everywhere, just in the right places.

Focus your marketing on the channels where your audience spends their time and makes decisions. That might be:

- Google Search
- LinkedIn, Facebook, Instagram, X or other social media platforms
- Email newsletters
- Industry events
- Paid ads on social or search

Don’t guess, use your audit and audience insight to guide your channel mix.

PLAN CONTENT

Now that you know your goals and audience, plan content that adds real value. A well-balanced content mix could include:

- Educational blog posts
- Customer case studies
- Lead magnets (like this one!)
- Helpful emails or newsletters
- Social media content that informs or inspires

Make sure your content builds trust, answers questions and drives action. Always remember, quality over quantity. If you don’t have anything good to say, don’t force a post.

ALLOCATE BUDGET

Decide how much you’re willing and able to spend on marketing each month or quarter.

Break it down:

- Paid ads (e.g. Google, Facebook)
- Email or CRM tools
- Content creation or freelance support
- Software or platforms (e.g. scheduling, analytics)

Align your spend with your goals, expected ROI and capacity.

MEASURE AND IMPROVE

Marketing strategy isn’t a one-and-done exercise. Track performance regularly, weekly, monthly, or quarterly, and refine your approach based on what’s working.

Track:

- Website traffic and conversions
- Social engagement and reach
- Email open and click-through rates
- ROI from paid campaigns
- Lead quality and source

What you measure, you can improve.