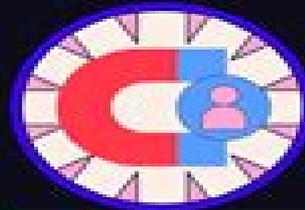


# 9 STEPS TO CREATE A SMALL BUSINESS MARKETING PLAN



**1** ESTABLISH YOUR GOALS



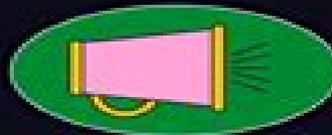
**2** UNDERSTAND YOUR TARGET AUDIENCE



**3** SET YOUR BUDGET



**4** CREATE A WEBSITE



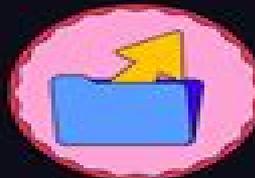
**5** BUILD A SOCIAL MEDIA PRESENCE



**6** CREATE CONTENT



**7** INVEST IN PAID ADS & INFLUENCERS



**8** CONSIDER TRADITIONAL MARKETING TACTICS



**9** TRACK & MEASURE YOUR RESULTS

# Simple Content Marketing Strategy For Small Business For Creators

**Ying Liu**



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