

## ■ 5 Startup Marketing Tips

If you're starting a business, these five marketing tips will help you build momentum and attract your ideal customers from day one.

### 1. Know Your Ideal Customer

Clearly define who your perfect customer is—consider their age, location, needs, and challenges. The more specific you are, the easier it is to create content and offers that resonate with them.

### 2. Build a Strong Online Presence

Create a simple, professional website and set up social media profiles where your customers spend time. Consistency in branding, colours, and tone helps build trust.

### 3. Offer Value Before Selling

Share helpful tips, resources, and advice for free. This builds authority and encourages potential customers to trust you before they buy from you.

### 4. Leverage Social Proof

Collect and showcase testimonials, reviews, or case studies. Seeing proof from other customers makes new visitors more confident in choosing you.

### 5. Start Small, Then Scale

Test one or two marketing channels (e.g., Facebook ads or email marketing) before expanding. Track results so you can focus on what works best for your audience.

**Pro Tip:** Marketing is an ongoing process. Keep testing, learning, and improving to grow your startup faster.