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50 Marketing Tips for a Small Business on a Small Budget

Fifty short, practical tips in seven sections: foundations, Google and maps, WhatsApp, content, ads, measurement and AI. Each can be done this week, with the matching tool or template on this site.

For: Small business owners, freelancers and associations who do their own marketing on a limited budget. Level: Beginner

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How to use these tips

Do not try all fifty at once. Read them once, mark five that fit your business right now, do them within two weeks, then come back and pick five more. The checklist at the end helps you keep track.

1. Foundations before any post

1. **Write who you sell to in one sentence.** "Everyone" is not an audience. Use the Buyer persona builder.
2. **Write why a customer chooses you over others.** A real, checkable advantage, not "high quality and competitive prices". The Brand positioning builder helps.
3. **Ask your last ten customers how they found you and why they bought.** Their answers beat any guess.
4. **Pick two channels and do them well** instead of a weak presence on five.
5. **Use the same name, photo and number** everywhere: Google, WhatsApp, Instagram, Facebook, your website.
6. **Write three traits of how you speak** and keep to them in every message. The One-Page Brand Voice Guide puts them on a page.
7. **Make your offer clear in five seconds:** what, how much, and how to order.

2. Showing up on Google and maps

8. **Create and complete your Google Business Profile.** It is free, and often the first thing people see when they search for you. Use the Google Business Profile Setup Checklist.
9. **Choose the most precise category** for your main business, then add secondary categories for what you really offer.
10. **Add real photos every month:** shopfront, inside, products, team.

11. **Update special hours before each holiday** so no customer finds a closed door.
 12. **Ask happy customers for a review the same day**, and reply to every review. Templates are in Asking for Reviews and Replying to Them.
 13. **If you have a website, connect it to Google Search Console** to see the searches that bring people to you.
 14. **Make your most important page fast on a phone:** shrink images before uploading (Squoosh is free), and test the page with PageSpeed Insights.
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3. WhatsApp and customer service

15. **Use the WhatsApp Business app**, not your personal one: a profile, a catalogue and automatic messages.
 16. **Switch on a greeting with numbered options** and an away message with your hours.
 17. **Save quick replies** for your six most frequent questions. Ready text is in WhatsApp Business Message Templates.
 18. **Reply fast during working hours**, and say honestly when you will reply outside them.
 19. **Sort chats with labels** and review them at the end of each day so no order is lost.
 20. **Follow up once after delivery:** "Was everything as you expected?"
 21. **Do not send offers to all your contacts.** Message only people who contacted you before, and respect anyone who asks you to stop.
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4. Content and social media

22. **Plan a month in one session** instead of asking "what do we post today?" every morning. Use the One-Month Content Calendar.
 23. **Start from your customers' real questions:** every question that repeats in your messages is a ready post.
 24. **Show what happens behind the scenes:** the preparation, the craft, the team. People trust what they can see.
 25. **Write the first line first:** if it does not stop the reader, they will not read the rest.
 26. **End every post with one clear step:** order, save, ask, visit.
 27. **Reuse every good idea** in more than one format: a short video, then a carousel, then a story. The Content repurposing planner organises this.
 28. **Three good posts a week beat seven rushed ones.** Consistency matters more than volume.
 29. **Schedule your week in one go** with the free Meta Business Suite.
 30. **Shoot in daylight on your phone**, and wipe the lens first; you do not need expensive gear to start.
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5. When you pay for ads

31. **Do not fund an ad before you know what you will measure.** See Before You Fund Your Ad.

- 32. **Start with a small budget and measure**, then spend more only on what worked.
- 33. **One ad = one offer + one audience + one step**.
- 34. **Test two versions of an ad** that differ in only one thing, so you know what made the difference.
- 35. **Study competitors' ads for free** in the Meta Ad Library and Google's Ads Transparency Center.
- 36. **Add UTM tags to every link** so you know which ad brought the visit. The UTM builder makes them in seconds.
- 37. **Arrange who will answer messages before the ad runs**: a successful ad with slow replies wastes the budget.

6. Measurement

- 38. **Pick only three numbers to follow each month**, such as orders, where they came from, and the cost per customer.
- 39. **Ask every new customer: how did you hear about us?** and write it down; the simplest and most honest measurement.
- 40. **Install Google Analytics on your website**; it is free.
- 41. **Watch visitor recordings in the free Microsoft Clarity** to see where people stop on your page.
- 42. **Measure results, not likes**: order messages, visits and sales matter more than hearts.
- 43. **Write a one-page monthly report**: what worked, what did not, what you will change. Use the Monthly Marketing Report Template.
- 44. **Decide on patterns that repeat**, not on one post that did well by chance.

7. AI to save time

- 45. **Ask AI for a draft, not a final text**, and always review it before publishing.
- 46. **Give it full context**: who you are, who you are writing for, the goal, and how you speak.
- 47. **Use ready, tested prompts** instead of starting from a blank page. A Library of 30 Prompts for Marketing and Work is on this site.
- 48. **Turn a voice note of your idea into a post**: talk for a minute, then ask for it to be tidied up in your brand voice.
- 49. **Never put customers' personal data** into public AI tools.
- 50. **Start with one task that repeats every week** and save its time, then move to the next. The AI use-case finder helps you choose it.

These tips are general working principles, not promises of specific results. Every business is different: try things on a small scale, measure, and keep what works for you.

Two-week follow-up

- ☐ I read all fifty tips once.

- ☐ I picked five that fit my business now and wrote down their numbers.
- ☐ Each of the five has a date and an owner.
- ☐ I did all five within two weeks.
- ☐ I wrote down what changed afterwards, even a small note.
- ☐ I picked five new ones for the next two weeks.

About the author — Mohamad Charafeddine is an entrepreneur from Tripoli, Lebanon: founder of the Passion digital marketing agency, president of Takaful Youth Association, and founder of digital platforms. He trains individuals and teams in applied AI and marketing.

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