

Dominate Your Local Market

@ M808
MARKETING

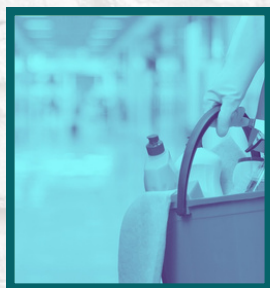
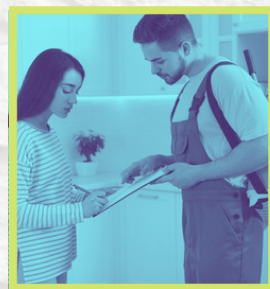
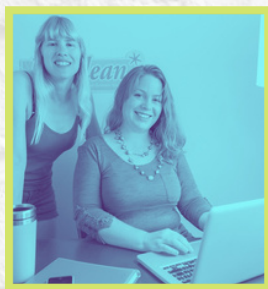
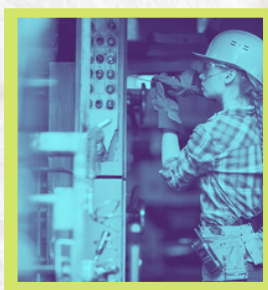
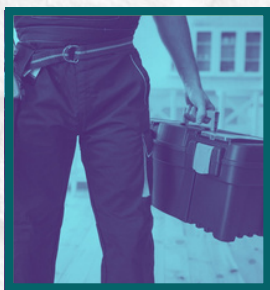
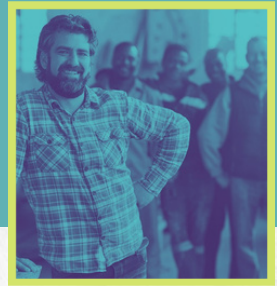


Table of Contents



Intro	03
Understanding Your Customer	04
Crafting Your Unique Offer	05
Building Your Brand	06
Utilizing Social Media	07
Next Steps	08

Hi. I'M MARIANNE.

IT'S NICE TO MEET YOU!

I'm the founder of M808 Marketing, a digital marketing agency dedicated to helping small business owners grow confidently. With over 20 years of experience in the marketing field, I've spent my career helping entrepreneurs identify opportunities, strengthen their brands, and attract the right customers.

I'm completing my Master of Science in Digital Marketing at Northern Illinois University and hold a Digital Marketing Pro certification from the Digital Marketing Institute. But more than credentials, what drives me is my passion for helping small businesses succeed—because I've been in their shoes.

My first business, an eco-friendly property maintenance service, was a crash course in entrepreneurship. I learned firsthand the challenges of wearing too many hats, the pitfalls of DIY marketing, and the importance of strategic growth. That experience shaped my approach today—helping business owners avoid common mistakes and build sustainable success.

As a proud member of the American Marketing Association—Chicago Chapter and the South Loop Chamber of Commerce, I stay on top of industry trends and am always looking for ways to bring fresh, effective strategies to the businesses I serve.

Over the years, I've helped countless small business owners transform their marketing, increase revenue, and, most importantly, gain the freedom to focus on what they do best. My goal is simple: to provide authentic, results-driven marketing that makes a real difference.

Beyond marketing, I love urban gardening, advocating for social justice, and spending time with my son. At my core, I believe that small businesses are the backbone of our communities, and I'm here to help them thrive.

Let's grow your business—together.

Marianne



WHO ARE YOUR TOP FANS?

Understanding Your Customer

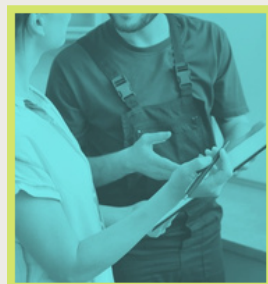
To build a successful service business, you must first lay a solid foundation. This foundation is built on a deep understanding of your market. Without knowing who your customers are, what they need, and how they make decisions, your marketing efforts will be like shooting arrows in the dark.

Understanding your market is the foundation of a successful home service business. By identifying your target audience, understanding their needs and pain points, analyzing the competitive landscape, and uncovering market opportunities, you can create a solid foundation for your marketing efforts. Continuous market research will ensure that you remain responsive to changes and can adapt your strategies to meet the evolving needs of your customers.

In the next chapter, we will explore how to craft a unique value proposition that sets your business apart and attracts your ideal customers. Stay tuned as we continue this journey to build a successful home service business.

Important questions to ask:

- What are your goals? What do you want to happen?
- What are your customer's challenges? What is their pain?
- How do your customers find you? Where do they come from?
- What are their ages, jobs, hobbies, education, and income levels?
- When in need, where do your customers find products or services?
- What words would they use to Google search what you sell?



CRAFTING YOUR UNIQUE OFFER

My journey toward you. Think about it: we found each other! You might think it happened by accident, but it didn't—it was by design.

I researched, tested, and ran a marketing campaign that speaks directly to the people who would need and use my services. And guess what? **You are one of those people!**

Creating a customer persona (a detailed description of the people who buy my services or are most likely to buy) helps me know exactly who I should talk to and how to talk to to achieve my **goals**. This process is no different from what I do for my small business owner clients.

By understanding my **ideal customer**, I can tailor my messaging to **resonate** with their specific needs and preferences. This targeted approach ensures that my marketing efforts are not just reaching a broad audience, but the **right audience**—people like you who can truly benefit from what I offer.



What do you do differently from the competition?

Crafting your unique offer is crucial for achieving maximum success in your business.

- Start by understanding your target audience's specific needs and pain points.
- Your offer should address these needs in a way that sets you apart from competitors.
- Highlight the unique benefits and value your product or service provides, making it clear why customers should choose you over others.
- Use compelling language and visuals to communicate this value effectively.
- Additionally, consider incorporating limited-time incentives or exclusive deals to create a sense of urgency.

Think about:

What do you do well? What do you enjoy doing the most? What do you not enjoy doing?



Building Your Brand

Branding isn't just for big companies—it's essential for small businesses too! A strong brand helps you stand out from the competition and attract the right customers. This guide will walk you through the key steps to building a brand that connects with your audience and sets you up for long-term success.

What is Branding?

At its core, branding is about crafting a unique identity for your business, one that speaks to the heart of your target audience. It's not just about a logo or a tagline; it encompasses your company's mission, values, and the promise you make to your customers.

Understanding Your Audience

To build a brand that truly resonates, you must first understand who you are talking to. Identifying your target market involves more than just demographics; it's about understanding their behaviors, needs, and the problem they are trying to solve.



Creating a Unique Brand Identity

Your brand identity is how your business looks and sounds to the world. A memorable logo, consistent colors, and the right font all work together to make your brand recognizable and easy to remember. A strong, well-designed brand also builds trust with customers, making them more likely to choose your business over the competition.

Developing Your Brand Voice

Your brand voice reflects your company's personality. Whether professional, friendly, or quirky, this voice should be consistent in all communications to build trust and brand recognition.

The Role of Digital Presence

In today's digital world, having a robust online presence is essential. This includes a professional website and active social media profiles where your audience spends most of their time.

UNLOCK THE POWER OF PLATFORMS TO GROW YOUR REACH AND REVENUE

Social Media for Your Local Business

Embrace the transformative power of social media to increase your local home service business's visibility, engagement, and growth. Discover which platforms can serve you best, and learn to use them to your advantage.

Developing Your Strategy:

Set clear goals and identify your target audience. Consistency is key when trying to reach your ideal customer. .

Content is King:

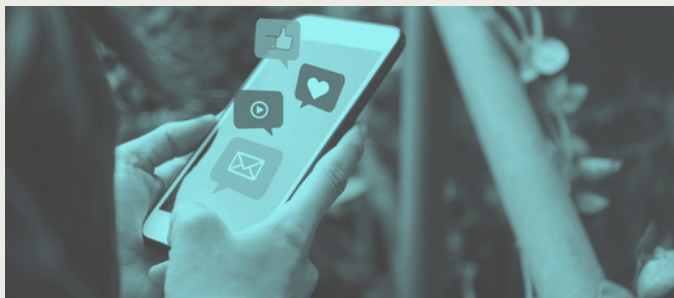
Generate compelling content tailored for your audience, including before-and-after photos, DIY tips, customer testimonials, and timely promotions. Such content engages and builds credibility and trust among your audience.

Engagement and Customer Service:

Learn the art of engaging with your customers effectively. Manage interactions professionally, respond to feedback promptly, and turn every comment and review into an opportunity to enhance your reputation.

Measuring Your Success:

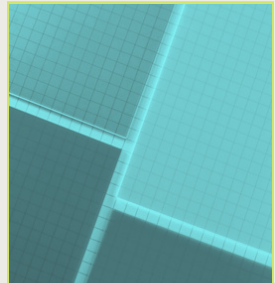
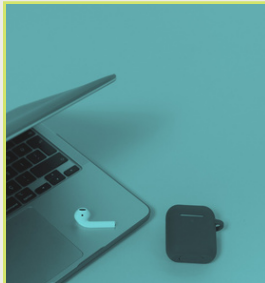
Utilize simple analytics tools to track engagement and adjust your strategies based on performance data. Understanding these metrics will help you refine your approach and achieve better results.



Here are ten practical steps a new local home service business can take today to kickstart their marketing efforts:

1. **Create a Google My Business Listing:** Set up a profile to ensure your business appears in local search results and on Google Maps. This is essential for local visibility. ✓
2. **Build a Professional Website:** Develop a simple, clean, and functional website that describes your services, contact information, and includes a call to action. ✓
3. **Set Up Social Media Profiles:** Choose platforms where your target audience is most active, such as Facebook and Instagram, and set up business accounts. ✓
4. **Engage on Social Media:** Start posting engaging content related to your services, like tips, before-and-after photos, and special offers to attract followers and interactions. ✓
5. **Collect Customer Reviews:** Encourage satisfied customers to leave positive reviews on Google and social media platforms to build credibility and attract more business. ✓
6. **Network Locally:** Attend local networking events, join local business groups, and engage with community activities to raise awareness of your services. ✓
7. **Create Business Cards and Flyers:** Distribute them in your local area, including local bulletin boards, cafes, and other businesses that allow flyer postings. ✓
8. **Offer a Promotion or Discount:** Launch with a special offer to attract initial customers and get the word out about your business. ✓
9. **Implement Basic SEO Practices:** Use local keywords on your website and in your content to help your business rank higher in search results. ✓
10. **Start an Email List:** Collect emails from your website or in person to build a list for sending out newsletters, promotions, and company updates to keep your audience engaged. ✓

These steps will help establish a solid marketing foundation for your new local home service business, driving both awareness and engagement in your community



Is the thought of implementing these tasks into your marketing seem overwhelming?

**Don't
Panic.**

You've got this!

And we've got you!

We never judge and always meet local business owners where they are in their marketing process.

We work with entrepreneurs across the technical spectrum. Some are tech-savvy, some have never logged onto Facebook, and some have never marketed their businesses.

M808 Marketing helps businesses like yours free up more time and energy by doing these tasks for you. This allows owners to focus on what they do best: running their business! This leads to slow, steady, sustainable growth, which leads to more significant returns on your marketing investment.

I invite you to reach out with any questions about how you can get started, dominating your local market!

Notes:

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DYLM Marketing Guide

get in
touch!

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