

# MW

MARKETING IDEAS

FROM

MIGHTY WOMEN

*Entrepreneur – Business – Inspiration – Lifestyle - Personal*

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Hello Mighty Women,

Ideas for entrepreneurs or new business start up to attract and increase customers for your business.

As entrepreneurs and new business owners the first thing that frustrates us is how can we attract and increase to gain traction to gain an audience and customers for our business.

I know that was one of the most frustrated feelings I endured, however the trick here is to ensure that you don't remain in a discouraged mode. You end up researching and trying out new ideas, and nothing seems to work for you.

The good news is that every business has different needs and use different marketing strategies and techniques.

Are you ready to turn your business around? Let's dive in!

*Mighty Women helping you Create success*

Lorraine Quirk – Founder Mighty Women

*Transformation – Lifestyle – Communications – Etiquette – Coach –  
Entrepreneur – Trainer – Moderator – Facilitator.*



## Action.

Know who your audience is – meaning who is your target market going to be?

How do we attract our first client when you are a new business owner and just starting up?

How do we let people know that our business exists?

These are the questions that come up to new business owner and in fact to existing entrepreneurs.

Even if we have been in business for some time we still have times where the markets have changed, customers may not need your services any longer or have lost interest in your product or services, which calls for a new marketing strategy.

What is our turn around plan going to be?

Perhaps we may consider re-branding and refreshing our existing marketing material, updating our website and even bring in a new product or service, this is ideal to rebrand.



You can create the right content and marketing message to help you reach your potential client.

Creating the right content for the right people will lead to better conversations. Identifying your ideal customer can be extremely beneficial for your business.

Let us start by answering the following questions:

What is your market demographic? Who are you trying to reach?

Moms, teachers, women in general, entrepreneurs etc.

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What is the need of this market and what are their pain points? E.g how to build an audience, how to market products or services without a large marketing and advertising budget.

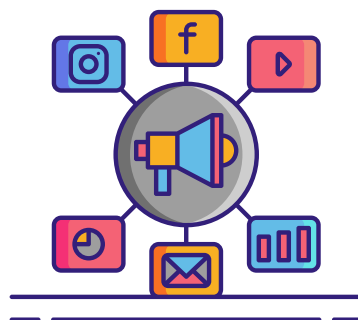
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What problem will you be solving for your potential clients or customers?

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Who will need the services and solutions your business provides?

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Who are your competitors and what do they offer in the market space?

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Once you have thought through these questions and answered them it will help you tailor your message and content so you can target and the right audience.

Now that you have defined your target audience or ideal customer, the next step you will have to come up with is to get their attention.



Now we need to work on your marketing strategy.  
The marketing plan checklist can help you.

## **Marketing Plan Check list**

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