



1 Know your brand and your USP

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2 Formulate your unique look, feel, sound, tone

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3 Identify your niche and who you are targeting

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4 Get to know everything there is to know about your target audience

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5 Build your customer profile

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6 Have a succinct online presence

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7 Decide communication avenues that will relate your message in the best way - be varied

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8 Create amazing content that's unique to you and your brand - physically and digitally

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9 Pick 2/3 social media platforms and focus on those

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10 Build a communication strategy timeline and stick to it

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11 Use your local networks / community

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12 Research all media angles locally and nationally and formulate contact plan

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13 Network - get to know your industry and like-minded people

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14 Seasonal marketing

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15 Create an event / webinar / workshop - attract your tribe

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16 Blog & guest blog

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17 Testimonials / brand association

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18 Share & support

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