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The U.S. Small Business Administration recommends spending 7% to 8% of your gross revenue for marketing and advertising if you're doing less than \$5 million a year in sales and your net profit margin after expenses is in the 10% to 12% range. Page 8/18

However, early on, expect to spend more as you get things off the ground.

Small Business Marketing in 2020: The Ultimate Customer

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Small business marketing is not all social media and online searches! Consider getting out into your city and engaging people in person. Firstly, it helps you to tell your brand's story. Tell your story as much as you possibly can, especially if you're just starting your business.

Your Ultimate Guide to Small Business Marketing from 51Blocks

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Since most small business owners are busy running all aspects of their businesses, they do not have much extra time to spend on social media. This is why it is so important to create a marketing plan , set goals for your social media activity, and learn as much as you can about each network you plan to participate in so you can reduce the learning curve and avoid wasting time.

The Ultimate Guide to Using Social Media for Small Page 16/18

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Small Business Marketing Your Ultimate Small Business Marketing Your Ultimate Guide is designed for three main groups of people: 1) Startup business owners, Page 17/18

even a tone-person operation 2) Seasoned business owners who are looking for new strategies and possibly revisiting traditional strategies to improve their overall marketing and

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