



MICRO BUSINESS MARKETING & MORE

The help you need today

DO MORE BUSINESS ONLINE

- Sell online for delivery including products, food, coffees, cakes & more using simple payments & links from your website or social media pages.
- Sell craft or other lifestyle workshops online followed by live tutorials - this might even include sending out a craft pack ahead of time. Use Zoom, Microsoft Teams or Facebook LIVE in a private Facebook page.
- Sell e-vouchers to encourage people to commit to your business in the future while supporting cashflow.



BEST PRACTICE COMMUNICATION IDEAS

- Tell your stories & share your business to entertain, inspire, give free content & place you front of mind. Think: videos of your place, nature, your experiences, making, tutorials & tours.
- Communicate authentically and consistently in line with your values. Think: story telling, chapters, a series of 'how tos'
- Use social media, email marketing, video channels, podcasts & blogs to share your story



TAKE YOUR BUSINESS TO YOUR CUSTOMERS

- Deliver everything you can into the laps of your customers - whether it's a coffee, a cake, a workshop or inspiration. Your business is flexible & nimble so use technology, phone calls, email or social media to help people experience your business where they are.
- Think about easy, flexible payment options to meet the needs of all your customers - staged payments, deposit options, spread out direct debits & portable card readers.



PROMOTIONS & DISCOUNTS

- This is not about selling yourself short in panic BUT can you offer something special? Think: free coffee for those in the health service, vouchers that last 24 months, buy one, get another half price, pay a deposit now & balance much later, a discount code for those in your VIP email club.



FINANCES

- Find ways to add value to your business by providing additional services or products that are helpful or attractive.
- Offer flexible payments for example offering a regular service with affordable direct debit payments
- Check out our page for contact details for £10K grants administered by local government, refunds for sick pay paid out and tax deferrals from HMRC.

