Small Business Marketing Tasks

The goal is to complete one marketing task each day. It can be something that takes a moment, like handing someone your business card. Or, it can be something that takes a little more initiative—like attending a networking meeting or an industry-specific cocktail party. Be creative with your definition of marketing, and you will be able to come up with something at least every day. Commit to tracking your marketing efforts every business day—no, every day—for three months.

Some more examples of marketing tasks:

1. Post info about your services or products on Facebook or Twitter.
2. Publish a blog post.
3. Introduce yourself to someone else in your industry. Invite them out to coffee.
4. Send an email to your social circle announcing your new business.
5. List your business on industry-specific web sites.
6. Attend a conference.
7. Speak at a conference.
8. Host a workshop.
9. Suggest a free meeting to a potential client.
10. Scan Craig's List for opportunities.

date	task	outcome