



THE SME
MARKETING GUY



WRITE A **WINNING** MARKETING PLAN

Your Practical Guide To Building A Strategy,
Campaigns, And Results That Grow Your Business



Quick Intro...

Every successful business needs a clear plan to reach the right customers, stand out from competitors, and drive real results. This Playbook gives you a simple, practical approach to writing a marketing plan that works... whether you're a one-person start-up or an established SME. From strategy to action, you'll learn how to turn your ideas into measurable marketing success and build a brand that customers trust and love.

What You'll Learn...

01 Build A Strategy That Fits For Your Business



Discover how to define your goals, understand your market, and create a marketing strategy tailored to your size, budget, and audience, giving your business focus, direction, and a powerful reason to stand out.

02 Turn Big Goals Into Smart Actions




Learn how to break your strategy into practical campaigns, daily marketing tasks, and clear responsibilities, making sure every activity drives progress toward your goals instead of wasting time and money.

03 Track, Measure & Improve Results



Explore how to track the right metrics, review performance regularly, and adjust your approach, helping you learn what works, fix what doesn't, and keep growing your marketing results over time.



A marketing plan gives your business a clear, focused roadmap to reach the right customers, align your team, and drive smarter, measurable growth... turning your goals into real-world results

WHY A MARKETING PLAN MATTERS

If you run a business in the UK, whether a growing start-up, a local trades business, or a family-run retailer, you're already balancing a thousand things. Marketing often falls to the bottom of the list.

But here's the reality: businesses that create and follow a marketing plan grow faster, spend smarter, and build stronger brands. A marketing plan isn't a corporate buzzword or a five-year fantasy. It's a simple, practical document that lays out:

**What you
want to
achieve**

**Who your
ideal
customers are**

**How you'll
reach
them**

**And how
you'll know
it's working**

What Is A Marketing Plan?

A marketing plan is your roadmap for growth. It describes how you'll tell your story, promote your products or services, and build long-lasting customer relationships.

If your business plan is the map of your entire business, your marketing plan is the detailed route that gets you in front of the right people, on time and on budget.



Don't overcomplicate your first marketing plan... start with one page answering four questions: What do we want? Who do we help? How will we reach them? How will we measure success? Simplicity beats perfection.



Why It's Essential For UK SMEs

UK small businesses often operate in highly competitive, fast-moving markets. Without a plan, you risk wasting money on guesswork advertising, jumping between social media trends, and missing what really matters: meaningful customer connections. With a clear plan, you will:

- **Spend your marketing budget wisely**
- **Align your team on what matters most**
- **Anticipate seasonal changes and customer needs**
- **Make smarter, faster decisions when things shift unexpectedly**

How A Marketing Plan Fits Into Your Business Strategy

Your business strategy is the big picture: where you want your company to go over the next 3-5 years. Your marketing plan is how you get customers to help you get there. It should link directly to your wider business goals. For example:

- **If your business goal is to increase revenue by 20%, your marketing plan should outline the campaigns, pricing strategies, and sales promotions that drive those results.**
- **If your business goal is to open a second location, your marketing plan should focus on building awareness and demand in that area.**



Treat your marketing plan as a daily decision tool. Before launching any campaign or spending your budget, ask: “Does this help us reach our goals and serve our ideal customers?” If not, rethink it.

A man with grey hair and glasses, wearing a grey jacket and an orange high-visibility vest, is speaking and gesturing with his hands. He is standing in front of a blurred background of a construction site with yellow and blue structural elements. The text is overlaid on the image in white, sans-serif font.

A clear vision, mission,
and set of SMART
objectives give your
marketing plan focus,
purpose, and
measurable direction,
turning big ideas into
achievable actions

START WITH VISION AND FOCUS

Before you dive into campaigns, social media posts, or ad spend, you need clarity on what your business is trying to achieve. Without a clear purpose and focus, marketing becomes a scattergun approach. Basically, lots of effort, little reward.

A strong Executive Summary, Mission Statement, and set of Marketing Objectives create the foundation your marketing plan is built on.

How To Write An Executive Summary

An Executive Summary is a short overview of your entire marketing plan. It sums up:

What your business does

Your main marketing goals

Your key strategies to reach those goals

A snapshot of your target market and competition

The results you expect to achieve

Think of it as your elevator pitch to anyone who reads your plan, whether that's your business partner, your team, or an investor.

Keep it short: no more than one, long paragraph. This isn't the place for deep detail... it's your highlights reel.



Example Executive Summary For A UK Business

“Smith’s Coffee Co. is a family-run café chain in Yorkshire looking to expand into three new towns over the next 18 months. Our marketing plan focuses on building local brand awareness, driving footfall through seasonal promotions, and increasing repeat visits via loyalty schemes. We aim to grow revenue by 20%, reach 5,000 local newsletter subscribers, and build a strong presence on Instagram and Google Business Profiles.”

Creating A Meaningful Mission Statement

A mission statement is your company’s purpose and promise. It tells your customers and your team why you exist and what values drive you. It should be:

- Short (one or two sentences)
- Clear and jargon-free
- Customer-focused

Example: "Smith’s Coffee Co.’s mission is to brighten every morning with outstanding coffee and a welcoming community space in the heart of Yorkshire."



Your Executive Summary and Mission Statement are your first impression... write them with energy and clarity. Imagine explaining your business to a new customer in 30 seconds: clear, confident, and full of purpose.



Setting Marketing Objectives That Actually Work

Marketing objectives are clear, measurable goals that give your plan direction. Vague ideas like "get more customers" or "grow on social media" won't cut it. Your goals need to follow the SMART formula:

S

Specific: State exactly what you want to achieve.

M

Measurable: Include numbers so you'll know if you've succeeded.

A

Achievable: Be realistic with your resources.

R

Relevant: Make sure it aligns with your business goals.

T

Time-bound: Set a clear deadline.



Example SMART Objectives For UK SMEs

An example of Smith's Coffee Co.'s SMART objectives:



Grow email subscribers from 500 to 1,500 by 31st December.



Increase monthly website traffic by 30% over the next 6 months.



Reach 5,000 Instagram followers by the end of Q2.



Generate 200 new leads from Google Ads in the next 3 months.



Secure 5 local press features before Christmas.



Weak goals drain focus. Before you finalise any marketing objective, ask: "If we achieve this, will it make a real difference to our business success?" If the answer is no, rewrite it sharper and smarter.

How This All Connects

Your Executive Summary, Mission Statement, and Marketing Objectives set the tone for your entire marketing plan. Everything you do next, from analysing your market to choosing your tactics, should link back to these three elements.



Draft a one-paragraph Executive Summary, create a clear one-sentence Mission Statement, and set your SMART marketing objectives to guide your next 6-12 months.

S

SPECIFIC

What exactly do you want to achieve?

M

MEASURABLE

How will you track your advancement?

A

ACHEIVABLE

Evaluate the feasibility of your goal.

R

RELEVANT

How does it fit into your broader objectives?

T

TIME-BOUND

What is the deadline?



Understanding your
business strengths,
target customers, and
competitors gives your
marketing plan focus...
helping you stand out,
reach the right people,
and spot real growth
opportunities

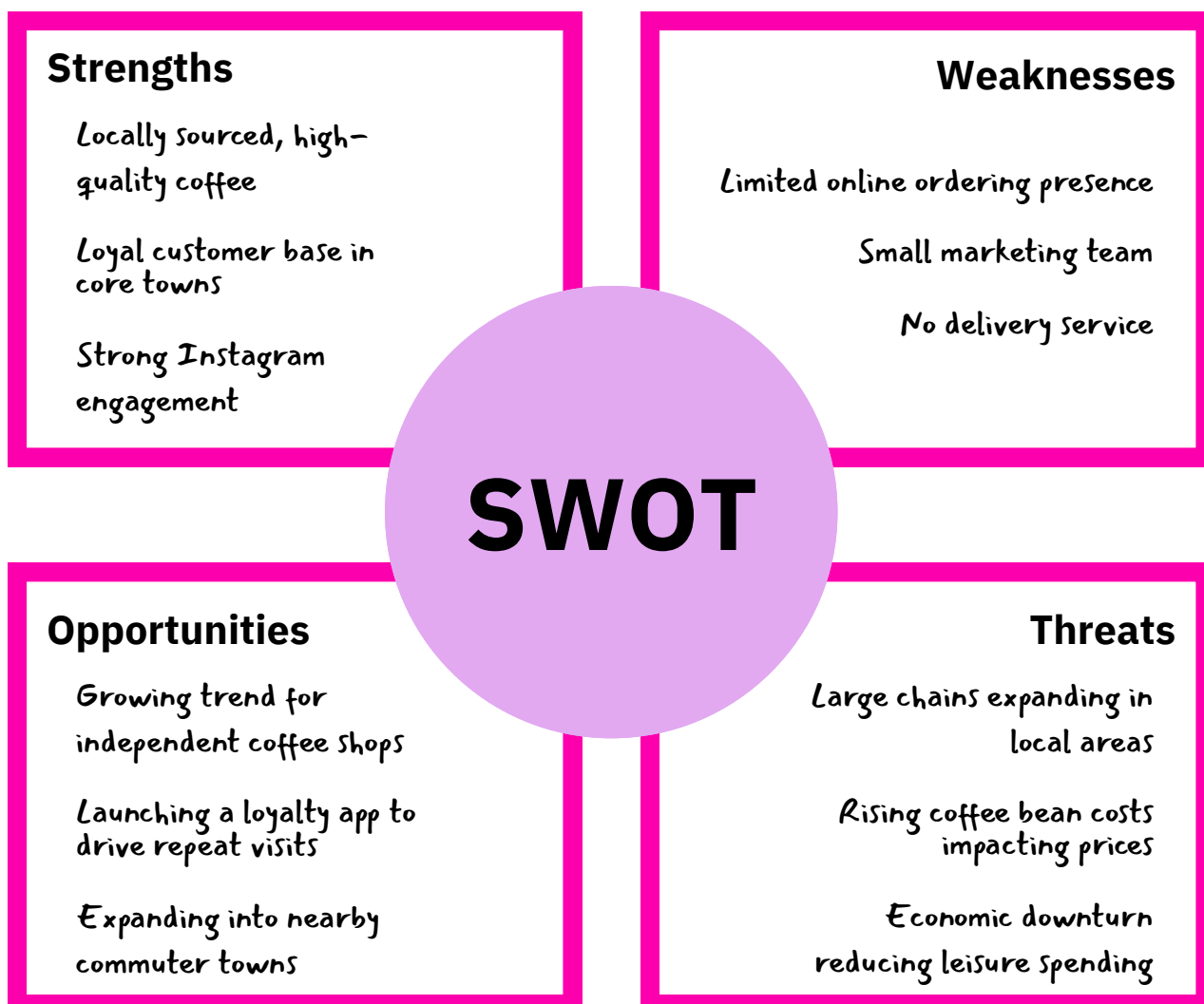
KNOW YOUR BUSINESS AND THE MARKET

You can't build a successful marketing plan without first understanding who you are, who your customers are, and who your competitors are. Otherwise, your marketing becomes guesswork... and guesswork wastes time and money.

Start With A Simple SWOT Analysis

It's honest, practical, and essential for building a marketing plan that plays to your strengths and protects against risks. SWOT stands for **Strengths, Weaknesses, Opportunities, and Threats**, helping you understand what your business does well, where it struggles, and the external factors that could help or harm your success.

Here is an example of Smith's Coffee Co.'s SWOT analysis:





Define Your Target Market

If you try to market to everyone, you'll end up connecting with no one. A clear target market helps you craft messages that actually resonate... and sell.



Demographics: Age, gender, income, job type, location



Psychographics: Hobbies, interests, lifestyles, values



Behaviours: Buying habits, brand loyalty, online vs offline behaviour



Basically: Who they are, what they value, how they buy

Target Market For Smith's

Coffee Co.:

Primary Audience:

Professionals aged 25-45

Living and working in Yorkshire

commuter towns

Mid to high disposable income

Regular café visitors who value ethically

sourced, local products



Understand Your Competitors

Knowing who your competitors are and how they market themselves—helps you find ways to stand out. It shows where the market is crowded and where you can carve out your niche.

How To Do A Simple Competitive Analysis

Start by answering these questions for your top 3-5 competitors:

1

Who are they? (local cafés, chains, or other independents)

2

What do they offer? (products, services, experiences)

3

How do they price themselves?

4

Where and how do they market? (Insta, Google, local partnerships)

5

What do customers love - or complain about?



Putting It Together: Know Your Place In The Market

When you combine your SWOT, target market insights, and competitive analysis, you'll see:

What makes your business special
What gaps you can fill


Where you fit in the market
Which risks you need to address

This understanding turns your marketing plan from a wishlist into a focused strategy.



Map out your market position by completing a SWOT analysis, describing your primary and secondary customers, and listing your top three competitors with their key strengths and weaknesses.

Smith's Coffee Co.		
Competitor	Strengths	Weaknesses
High Street Coffee (Chain)	National brand, wide menu, loyalty card	Feels corporate, lacks local vibe
Brew & Co (Independent)	Stylish space, strong social media following	Expensive pricing, only one location
Beans on the Corner (Local)	Budget-friendly, fast service	Poor online presence, inconsistent quality



A clear marketing strategy defines what you sell, how you position it, and where you'll promote it... focusing your efforts on the channels that matter most

BUILD THE RIGHT MARKETING STRATEGY

Your marketing strategy is your big-picture approach. It's how you'll achieve your marketing objectives, reach your ideal customers, and stand out in the market.

Where your objectives say “what” you want to achieve, your strategy outlines “how” you'll get there. A clear strategy saves you from wasting time on scattered tactics. It helps you make better decisions about your products, pricing, places you sell, and how you promote your business.

The 4Ps Of Marketing (And When To Add More)

Every great marketing plan starts by getting the basics right and the classic 4Ps give you a simple framework to shape your product and how you'll promote it.

P

Product: What are you selling, and what makes it valuable?

P

Price: How much does it cost, and how is it positioned... premium, value, mid-market?

P

Place: Where will you sell it? In-store, online, marketplaces, or partners?


P


Promotion: How will you spread the word? Social media, advertising, events, PR?




The 7Ps For Service Businesses

For service-based businesses, the customer experience is just as important as the product itself... that's why the classic 4Ps expand to the 7Ps, covering your people, process, and brand experience.

 **People:** Your staff and how they deliver great experiences.

 **Process:** How your service is delivered smoothly.

 **Physical Evidence:** The look and feel of your spaces, packaging etc.

People, process, and experience shape how customers feel about your service.

	Smith's Coffee Co.
Product	Locally roasted coffee, pastries, and light lunches
Price	Mid-market: premium quality at accessible prices
Place	In-store cafés, local delivery, click & collect
Promotion	Social media, seasonal posters, email offers
People	Friendly, well-trained baristas
Process	Quick service during commuter hours, table service mid-day
Physical Evidence	Warm, rustic interior design; eco-friendly packaging



Choosing The Right Channels - Your Promotional Mix

You don't need to be everywhere, you need to be where your customers are, using the right channels from your promotional mix to connect with them meaningfully. The promotional mix includes a blend of tools like advertising, personal selling, sales promotions, PR, and digital marketing.

Social Media:

Instagram, Facebook, TikTok, LinkedIn (depending on your audience)

Google Business Profile:

Essential for local businesses

Email Marketing:

Build a list and keep them engaged

PR & Local Press:

Great for community-driven businesses

Paid Ads:

Facebook, Instagram, Google, or local publications

Events & Partnerships:

Collaborate with local businesses or host your own

Example Strategy For Smith's Coffee Co.

- 1) Build local brand awareness through Instagram and Facebook.*
- 2) Launch a seasonal campaign to drive footfall at key times of the year.*
- 3) Grow loyalty and repeat business through an app-based rewards programme.*
- 4) Promote new store openings through local press and events.*



Your Strategy Should Answer Three Questions:

A strong marketing strategy doesn't try to do everything, it focuses on reaching the right people, with the right message, in the right place.

Whether you're running local ads, building an email list, or posting on social media, every marketing action should clearly answer three key questions. Get these answers right, and your plan becomes a focused, powerful tool to drive results.

Who are we trying
to reach?


What message do we
want them to hear?

Where will we tell
that story?

If you can answer those questions confidently, your strategy is taking shape.



A strong strategy keeps your business focused and your resources working where they matter most. Every marketing decision, whether a social post, campaign, or paid advert, should clearly serve your goals and reach your ideal customer. If it doesn't move you forward, it's noise. Focus wins. Distraction wastes your momentum.



A tactical marketing plan
turns strategy into clear
campaigns and actions,
guiding what to do, when
to do it, and how to
measure success

BUILDING A TACTICAL MARKETING PLAN

If your marketing strategy is the big-picture map, your tactical marketing plan is the step-by-step journey. It answers:

What are we doing next week, next month, and next quarter to bring this strategy to life?

A tactical plan breaks down your marketing goals into clear actions, campaigns, and day-to-day tasks. This is where the real work happens, whether it's writing social posts, launching an email campaign, or running a seasonal promotion.

Turn Strategy Into Action

Start by looking at your marketing objectives and strategy, then break them into campaigns and tasks. For example, if you're Smith's Coffee Co., your strategy might be to build local awareness through social media, your tactics might include:

Posting five Instagram Stories per week showcasing your products

Running a paid Instagram ad to promote your new branch opening

Partnering with local influencers for café reviews

Example Tactics For Smith's Coffee Co.

Objective: Grow email subscribers from 1,500 to 5,000 by 31st December.

Strategy: Launch a loyalty programme promoted online and in-store.

Tactics:

Design and launch a loyalty app

Promote the app through in-store posters and QR codes

Run a Facebook Ad campaign targeting local coffee lovers

Send an email campaign inviting existing subscribers to join

Build Campaigns, Not Random Posts

A tactical marketing plan organises your efforts into campaigns. Campaigns give your marketing focus, consistency, and energy. Example Campaigns for a UK SME:

- Spring Sale Week: Facebook Ads, Instagram countdown posts, email offer
- Back-to-School Promotion: Google Ads, flyers in local schools, blog post
- Christmas Gift Range Launch: Social media teaser campaign, PR release to local press, in-store displays

Example 3-Month Tactical Plan: Smith's Coffee Co.

Month	Campaign	Objective	Target Audience	Key Activities	Channels	Success Metrics
September	Loyalty App Launch	Drive 1,000 loyalty app downloads in first month	Regular in-store customers & local coffee enthusiasts aged 25-45	<ul style="list-style-type: none"> - Design and launch loyalty app - Promote via in-store signage (QR codes + flyers) - Organic and paid social content (demo videos, testimonials) - Email announcement to subscriber list - Google My Business update 	<ul style="list-style-type: none"> - Instagram, Facebook (organic + paid) - In-store signage - Email marketing - Google Business Profile 	<ul style="list-style-type: none"> 1,000 app downloads 10% email open rate 15% click-through on loyalty posts
October	Autumn Menu Launch	Boost footfall by 15% and grow Instagram followers by 750	Foodies, commuters, local families interested in seasonal products	<ul style="list-style-type: none"> - Teaser posts of autumn drinks/food - Behind-the-scenes kitchen reels - Limited-time offers (e.g., Pumpkin Latte Week) - Local press release to Yorkshire food blogs - Launch paid Facebook Ads targeting nearby towns 	<ul style="list-style-type: none"> - Instagram, TikTok, Facebook (organic + paid) - Local online press - Website updates (seasonal menus) 	<ul style="list-style-type: none"> 15% sales uplift on seasonal menu +750 Instagram followers At least 3 local media mentions
November	Christmas Campaign Prep	Build pre-orders for gift hampers and vouchers	Shoppers aged 30-55 buying gifts for friends, family, colleagues	<ul style="list-style-type: none"> - Gift voucher campaign (Buy £25, get £5 free) - Curated gift hampers (social media highlights) - Email series: "Gift Local This Christmas" - Partner with 3 Yorkshire influencers for product reviews - Set up Google Ads for "Christmas gifts Yorkshire" 		



Why A Tactical Marketing Plan Keeps Your Plan On Track

A tactical marketing plan isn't just a to-do list, it's the engine that keeps your campaigns running smoothly, your team aligned, and your goals within reach. By breaking your strategy into clear actions, assigning responsibilities, and tracking progress, you turn your big ideas into daily momentum.

1

Set Clear Targets: Turn big ideas into sharp, measurable goals that drive action.

2


Assign Ownership: Give every task a channel and a name... no gaps, no confusion.

3

Measure What Works: Track results, spot wins, fix what fails, fast.

4

Keep Everyone Aligned: Clear plans, clear roles, no last-minute panics.

A person is shown in profile, speaking into a professional microphone. The background is a soft, out-of-focus purple and blue gradient. The text is overlaid in white, centered on the image.

A clear budget, timeline,
and task ownership turn
your marketing plan from
ideas into action, ensuring
every campaign is
properly funded,
scheduled, and delivered
by the right people

PLAN YOUR RESOURCES AND ACTIONS

Even the smartest marketing plan falls apart without the people, time, and money to make it happen. This chapter helps you work out what resources you'll need—whether you're running your marketing solo or managing a small team—and how to plan your budget, timeline, and responsibilities.

Plan Your Marketing Budget

There's no perfect number, but a common guideline for UK SMEs is to invest 5% to 10% of your revenue into marketing. Start-ups may need to spend more in their first year to build awareness. Your budget should cover:



Paid advertising:
Google Ads, Insta,
Boosts, Facebook Ads etc



**Social media tools and
content creation**



**Email marketing
platforms:**
Brevo, Mailchimp etc



**Printing flyers,
posters, signage**



**Press releases or PR
outreach**



**Freelancers, agencies,
or designers**



**Events, sponsorships, or
community activities**



**Website hosting,
maintenance, and SEO
tools**

Example Monthly Budget For Smith's Coffee Co.

Here's how Smith's Coffee Co. might allocate a lean £750 monthly marketing budget, focusing on high-impact, low-cost channels to build awareness and drive local customer engagement.

Category	Spend	Example
Paid Ads	£325	Facebook & Google Ads for local awareness
Wix Web Hosting	£50	Update website
Social Media	£150	Content creation, scheduling tools
PR & Press	(We'll write it ourselves!)	Occasional local press release or blog outreach
Email Marketing	£75	Brevo monthly fee
In-Store Promotions	£100	Posters, loyalty cards, point-of-sale displays
Contingency	£50	Test campaigns or influencer partnerships

Who's Doing What?

Whether you're a solo founder, a part-time marketer, or working with freelancers, every activity needs clear ownership.

Example task breakdown for a loyalty app launch:

Campaign Lead: You (Business Owner)


Social Media Content: Freelancer or team member

Paid Ads: External agency

In-Store Displays: Store manager

Email Campaign: Marketing assistant

Assign roles and timelines using a simple spreadsheet or a free project management tool like Trello, Asana, or ClickUp.

A close-up, profile view of a middle-aged man with grey hair, looking off to the right. He is wearing a yellow safety vest over a blue and white striped shirt. The background is blurred, suggesting an outdoor setting. The overall image has a blue tint.

Tracking key performance indicators turns your marketing plan into a learning process, helping you measure what works, improve what doesn't, and build smarter campaigns over time

MEASURE AND IMPROVE

A marketing plan without measurement is just guesswork. You need to know what's working, what isn't, and where to improve. By tracking key performance indicators (KPIs), you'll learn faster, spend smarter, and build a marketing machine that keeps improving over time. Great marketing isn't about doing more things, it's about doing the right things, better.

What Are KPIs?

Key Performance Indicators (KPIs) are the metrics that tell you if your marketing is driving results. They track activity, engagement, and outcomes, helping you make smarter decisions. Common KPIs For UK SMEs:

Website visitors and traffic sources

Social media followers, reach, and engagement rates

Email open rates and click-through rates

Number of leads generated (enquiries, quote requests, bookings)

Conversion rates from visitors to customers

In-store footfall and loyalty sign-ups

Sales revenue linked to marketing campaigns

How To Track Your KPIs

You don't need big budgets or complex software to track your marketing... simple, affordable tools can give small businesses powerful insights when used consistently.

Google Analytics: For website traffic and conversions

Brevo / Mailchimp: For email performance

Social Platforms: For post reach, clicks, and engagement

POS Systems: For tracking sales and footfall

Spreadsheets or Dashboards: To keep it all in one place

The key isn't having every tool, it's using the right ones regularly to track your progress and guide smarter marketing decisions.



Review Your Plan Regularly

Set a rhythm to review your performance:

Weekly: Quick review of live campaigns

Monthly: Check KPIs against your goals

Quarterly: Review your whole marketing plan... what's working, what's not, and what you'll adjust

This keeps your plan agile and responsive rather than fixed and forgotten.

Adjust, Improve, Repeat

If something works... double down. If something flops... learn and pivot. Over time, you'll build a marketing approach that gets stronger every quarter. The best marketers aren't perfect, they're curious. Review your results without ego. Look for lessons, not excuses.



The smartest marketers aren't the ones who get it right first time. They're the ones who measure every result, learn from every mistake, and constantly refine their plan until the numbers prove they're on the right path.



Want to turn this Playbook into practical use? (and ask AI to help cheat)

1) Open ChatGPT and start a new chat.

2) Upload this Playbook by hitting the + button.

4) Copy and paste the below into the dialogue box (editing the relevant part)...

“You are my marketing specialist. First and foremost scan my website: [enter url] to understand what I do, my brand and my tone. I’ve attached the playbook “Write A Winning Marketing Plan” - please ensure you follow it’s theory, guidance and advice.”

followed by any of the below prompts (editing the relevant parts)...

Vision, Mission & Objectives

- “Help me draft a one-paragraph executive summary for my business [insert details], following the structure in the playbook.”
- “Write a clear, one-sentence mission statement for my business that feels customer-focused and inspiring.”
- “Turn my vague goal of ‘getting more customers’ into three SMART objectives using the framework from the playbook.”

SWOT & Market Position

- “Guide me through creating a SWOT analysis for my business. Ask me questions one by one and build the table with my answers.”
- “Based on my current strengths [list them], suggest three market opportunities I could realistically take advantage of.”
- “Compare my business [insert details] with my top three competitors and help me identify a gap in the market.”



Target Market & Customers

- “Help me define my primary and secondary target audiences, including demographics, psychographics, and buying behaviours.”
- “Rewrite my customer profile so it feels vivid and human, like a story of a real person I’d want to attract.”
- “Suggest three ways to research my customers’ needs cheaply and quickly, based on the playbook’s advice.”

Strategy & Tactics

- “Using the 4Ps model, outline my marketing mix for [product/service].”
- “Suggest a 3-month tactical marketing plan for my business, with campaigns, target audience, activities, and success metrics.”
- “Give me five promotional ideas that would suit a UK SME like mine with a budget under £500.”

Resources, Budget & Timeline

- “Help me allocate a £1,000 monthly marketing budget across social media, ads, email, and local PR.”
- “Create a sample task ownership plan for my business with me as founder, one freelancer, and a small budget.”
- “Suggest the best free/affordable project management tools for keeping my marketing plan on track.”

Measurement & KPIs

- “Suggest the most important 5 KPIs for my business [insert details] and explain how to track them with free tools.”
- “Build me a simple monthly review checklist to make sure I’m learning and adjusting my plan.”
- “If my goal is [insert SMART goal], what numbers should I be tracking weekly, monthly, and quarterly?”



Your Plan Is Ready... Now Put It To Work

You've built your marketing plan from the ground up: defined your goals, understood your market, mapped out your strategies, and broken them into practical actions. You've budgeted, scheduled, and built ways to measure your success.

Now it's time to execute.

A marketing plan only works when you work the plan. Keep it active, review it regularly, and stay flexible when things change.

The Power Of Consistency

Growth doesn't happen from one social post or one campaign, it happens from consistent, focused action. Small, smart steps taken every week will compound into big results over time.

Review your plan monthly
Fix what doesn't

Celebrate what works.
Keep learning, keep improving

One last thing: GO FOT IT!

Success doesn't wait for perfect plans, it rewards bold action. You've got the tools, the vision, and the drive. Now get out there, make noise, and own your space.

WHO IS THE SME MARKETING GUY?

The SME Marketing Guy is built around a simple idea: marketing should be accessible, practical, and actually make a difference to your business.

I'm Ed Carney, a commercially focused marketer with over 25 years' experience working within fast-paced, high-growth businesses, partnering with senior teams to drive real commercial results. I've built and delivered digital marketing, PR, brand propositions and strategic marketing plans, alongside CRM systems and AI-led automation, generating over £1m in annual revenue impact and achieving 400%+ ROI.

Everything here is based on real-world delivery, turning complex ideas into clear, practical marketing that generates enquiries, strengthens your pipeline, and supports growth.

The SME Marketing Guy is my way of making that experience available to small businesses without the cost, complexity, or commitment of a traditional agency. You can take the strategies for free and apply them yourself, or work with me directly to put them into action in a way that fits your business and your budget.



If you'd like help putting any of this into action within your business, The SME Marketing Guy can work with you directly to implement it in a way that's practical, focused, and aligned to your goals.

Whether you need support refining the approach, prioritising what to do first, or getting everything set up and moving, you don't have to figure it out alone.

If that sounds useful, get in touch and we can have a straightforward conversation about how to move things forward.

DISCLAIMER

This playbook has been created by The SME Marketing Guy to provide small businesses with clear, practical marketing guidance. Every effort has been made to ensure the content is accurate, relevant, and useful at the time of publishing.

Marketing is always evolving, and results will vary depending on your business, market, and how the strategies are applied. This guide is designed to offer proven, real-world insights, but should be used as a practical resource rather than a substitute for tailored advice.

The SME Marketing Guy is not liable for any decisions made based on this content or for any outcomes resulting from its use. You are encouraged to adapt the ideas and approaches to suit your specific goals and circumstances.

If you'd like support putting any of this into action, you can get in touch directly to discuss your business and how it can be applied.