

7 Tips for How to Manage a Small Business Successfully



1. Focus on your customers:

- ▶ Meet your customers where they are
- ▶ Leverage data to better understand your customers' behaviors and needs
- ▶ Make your customers feel heard
- ▶ Support the teams that assist customers
- ▶ Implement a loyalty program or referral program to reward customers

2. Strengthen your brand image by fine-tuning your marketing strategy:

- ▶ Run digital ads on social media platforms towards a target audience.
- ▶ Partner with influencers on social media to leverage their audience.
- ▶ Build partnerships and cross-promoting with complementary businesses.
- ▶ Leverage email marketing.
- ▶ Participate in events such as: Small Business Saturday, trade shows, etc.

3. Analyze your social media and website:

- ▶ Is the website mobile-friendly?
- ▶ How long does it take for the content on your site to load?
- ▶ How easy is it to navigate the website and mobile site?
- ▶ Does the branding of your website and social media reflect the nature of your business?
- ▶ Is the checkout process streamlined?

4. Reduce unnecessary costs. Research and compare costs for:

- ▶ Credit card fees
- ▶ Internet, telephone, and cable subscriptions
- ▶ Electricity and utilities

5. Streamline the management of your business with a reliable point of sale, look for these smart features:

- ▶ Sales Data
- ▶ Inventory Management
- ▶ Customer Relationship and Experience
- ▶ Employee Management
- ▶ Loyalty Programs
- ▶ Gift Cards
- ▶ Reporting
- ▶ Cloud-based Software
- ▶ eCommerce Compatible

6. Hire and train your staff, attract good employees by:

- ▶ Offer a competitive salary for your region and industry.
- ▶ Offer paid time off or educational assistance.
- ▶ Post your job offer on job boards targeted to your industry.
- ▶ Use social media to get the attention of job seekers to engage them.

7. Keep track of your finances:

- ▶ Hire an accountant or invest in accounting software.
- ▶ Adapt to new ways to improve cash flow.
- ▶ Expand on payment methods.

Successful Small Business Management Its Your Business Mind It

Lauren Gardner



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