



EASY HACKS TO SAVE YOU TIME & ENERGY WITH YOUR MARKETING

These days' lots of us have multiple businesses or a full time job plus a side hustle or even children they have to fit a side business around. Life can be tough enough without hearing about how you should be marketing your business more and driving sales.

Perhaps you feel you don't have time to spend on marketing your business or are unsure exactly what of the many things you should actually focus on?

Here are a few hacks that will really help you to save time and energy and to hone in to focus on the key priorities for you and your business.



Define your ideal customer.

Who are they? What do they do?

Where do they spend their time?

Are they on social media?

If so which platform is their favourite?

The better you understand your ideal customer the easier it will be to identify the best way to market to them and to speak in their language.

Do you have a brand for your business or if you are your business then maybe you are the brand?

Think about the messaging you are using in all your marketing and communication.

What image are you portraying and does it match with your ideal customer?

If not then you may need to adjust or change things.



"I love how close all the architectural gems and historic relics are to each other enabling you to wander easily between each one.

I adore the Pantheon that's now a Catholic Church but was once a Roman temple. I just can't describe the energy I feel inside of it. Spine tingling."

Sarah Stephens on Rome




 SARAH STEPHENS
escapes

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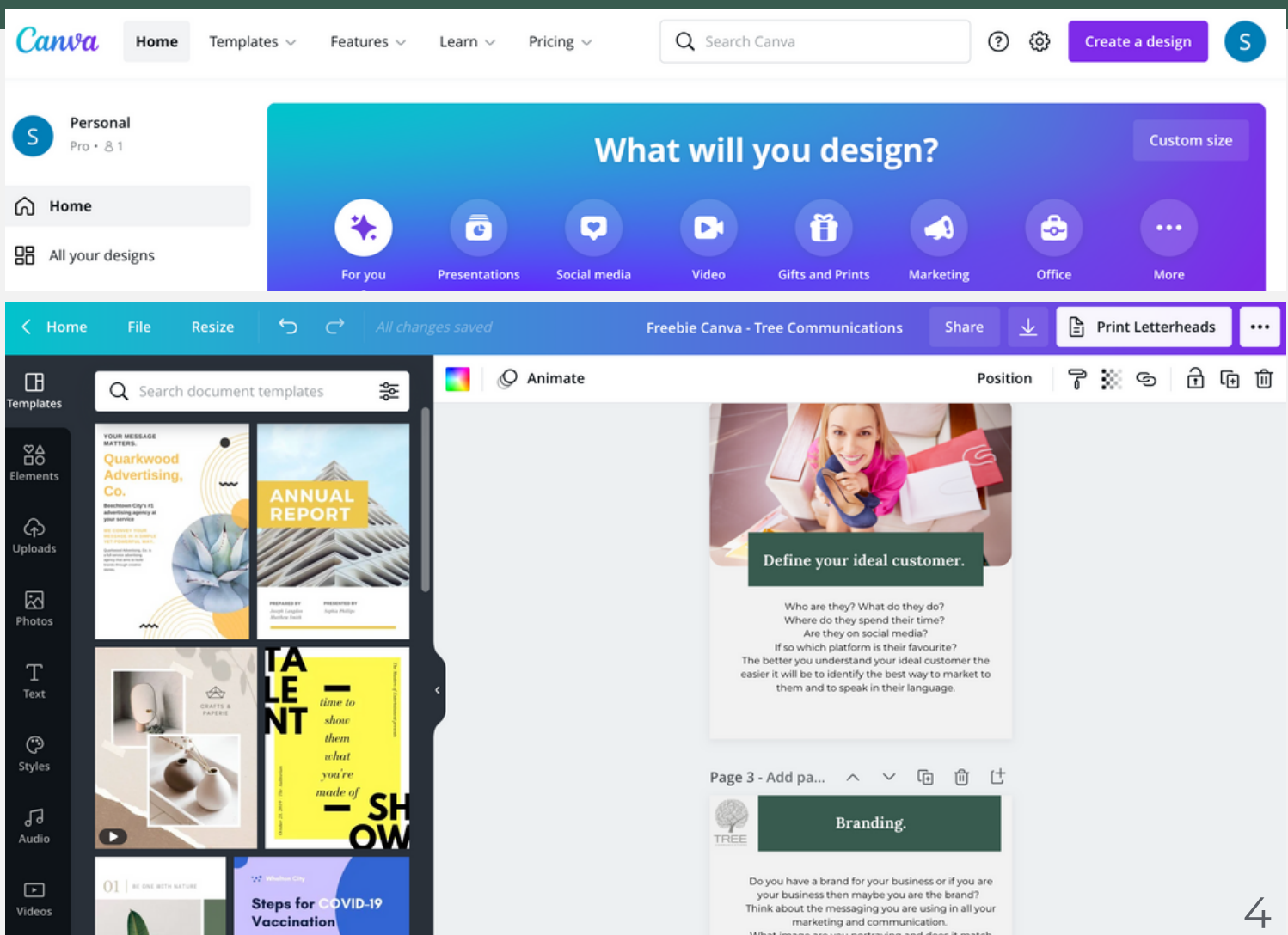


Canva.

Contrary to popular belief branding and good design doesn't have to cost you anything.

I love a free platform called Canva that enables you to use templates and images that previously only graphic designers had access to in order to easily create your own marketing materials. You can design everything from flyers, posters to social media posts through it then schedule them too if you like.

You can even edit videos in it.



A Social Media Scheduling...

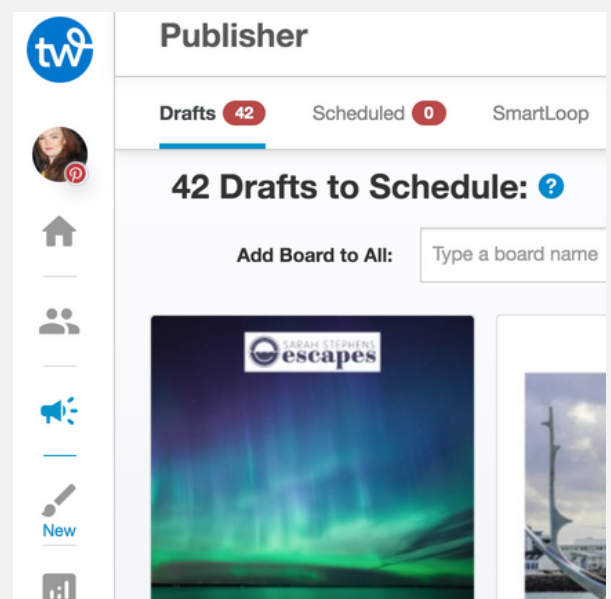


... platform can really help if you are busy juggling lots of things as you can schedule social media posts for Instagram, facebook groups and pages as well as posts for Pinterest and twitter ahead of time. You will hear people talk about how consistency is key and a scheduling platform can really help here.

Facebook's own business suite app is free and easy to use.

Other platforms include Tailwind, Hootsuite and Sprout Social but there are lots out there so find one that suits you. Lots have a free version or offer trials.

Using one of these will enable you to be consistent in what time of day you post and how often preventing that sudden flurry of posts or stories when you realise you need to pop something up.



I hope these are useful.
Join my free Facebook group full of free information,
advice and support to help Independent
Entrepreneurs like you who want to do your own PR
and marketing click [here](#) to access.

Book a free consultation with Sarah
www.calendly.com/sarah-pr or
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About me

Sarah Stephens (nee Gormley) is a PR and marketing expert, travel specialist, university lecturer and advocate for life after child loss.

A PR and Marketing expert she has over 20 years experience of PR and marketing in various industries but mostly in aviation, travel and hospitality. She has done PR and marketing for airlines for 12 years now.

Sarah established agency Tree Communications over 10 years ago to help clients to grow themselves and their businesses through PR and marketing. Employing expert director-level experienced consultants to help Sarah to deliver larger projects and working alongside clients to plant the seed then help them to grow.



Work with me



One to Ones with Sarah
charged by the hour but can be booked in blocks

Workshop sessions

Hosted by Sarah and guest experts from wider Tree team

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Variety of subjects including Canva, social media, marketing strategy & PR.

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for companies or teams

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All PR and marketing related lasting between 6-12 weeks in length.

Bespoke consultancy packages

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Contact us now to book a free consultation with Sarah

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