

# The Basics of Product Marketing

Product marketing involves creating a plan to engage with the target audience and turn them into loyal clients.



## How to Market your Business

The internet is the best and most cost efficient place to promote your business.

These days it seems that everyone is connected to their phones and computers. It has become the preferred way to gather information.

In 2006 the term Google was added to the dictionary as a new word. It is a verb meaning to search for information on the internet

## Website Marketing

Your website is the home of all your products and represents your brand.

### Have an SEO friendly content

The goal of Search Engine Optimization is to provide users with the information they seek. To make sure search engines such as Google see your business, pay extra attention to the keywords you use. Google Trends can help you identify trending words.

### Use UGC (user generated content)

People tend to have more trust in purchasing products that others have tried and liked.

When you see your customer sharing a photo or video with your product, ask their permission to add it to your website!

### People love discounts!

Use discounts to attract more customers, increase the number of returning customers, or to promote products that could be doing a bit better.



## Social Media Marketing

Social media is one of the most powerful marketing tools that has ever existed.

Currently the most popular ones are:

**Facebook**

**YouTube**

**Instagram**

**TikTok**

most businesses use at least one of them to help promote their products.

### Facebook

Most people look for updates, reviews, events and specials on Facebook. Here you can also repost/share other users' posts, and engage with others by answering their comments/questions or by asking for their input.

### TikTok

Showcase your products by creating a video and then add the most popular music. TikTok's algorithm will show your videos to people with similar interests.

### Instagram

Instagram is a great place to post photos. Posts should showcase your product(s). Mix up your product photos with inspirational or educational content.

### Instagram Reels

Create fun, videos that showcase your product, production process, people behind the brand, people enjoying your product and exclusive sneak peeks.



### Email Marketing

Email marketing remains at the top of all marketing options because almost everyone uses their e-mail regularly.

### Newsletters

Newsletters gives you a chance to focus more on updates. Use a headline that gives an idea of what the e-mail will be about and create content that your subscribers will enjoy and look forward to.

**There are endless options on how to market your product/business. Remember it doesn't have to be about straight-up selling all the time. Create content that reflect your brand's authenticity.**