

The Anatomy of Marketing

For Small Businesses

The Heart - Your Branding

- Who your brand is and how people see it
- The emotional connection and reputation you build
- Shaped by your voice, mission, values, and customer experience
- Great branding builds trust and loyalty over time



Brain - Marketing Strategy

- The core of your marketing efforts
Know your audience, set a clear goal, and choose the right platforms
A solid strategy is key to getting results
- Adjust your strategy based on what's working

Face - Brand Identity

- Your logo, colors, and message define your brand
- Stay consistent so people remember you
- Make sure it aligns with your branding and audience
- Keep it simple and easy to recognize



Mouth - Message & Content

- Define what message you want to share
- Use clear, engaging, and persuasive language
- Speak directly to your target audience
- Include visuals like photos and videos to capture attention

Hands - Marketing Channels

- Paid, Earned, and Owned Channels: Paid (Ads you pay for such as Google, Meta, etc.), Earned (Word of mouth, PR, referrals, and reviews), Owned (Your own platforms such as website, email list, social media pages)
- Pick platforms where your audience spends time. Focus where it matters most for your goals.



Legs - Sales and Conversions

- Create a smooth buying experience (fast, mobile-friendly site, multiple payment options)
- Use clear calls to action to drive conversions
- Offer discounts, bundles, or limited-time deals to boost sales

Eyes - Analytics and Insights

- Monitor results and adjust to reach your goals
- Track what works (sales, clicks, engagement)
- Use feedback to improve your campaign
- Test different ads, messages, and offers

