

15 POINT BUSINESS GUIDE

1. Know your audience.
2. Emphasize your value proposition.
3. Stay focused on singular goals and objectives.
4. Capitalize on short-term plays.
5. Double down on what works.
6. Understand the power of existing customers.
7. Use free promotional tools.
8. Create a website to own your online presence.
9. Consider blogging to attract prospects for your website.
10. Promote yourself on social media.
11. Invest in paid advertising.
12. Make sure you're capturing web prospects' information.
13. Use email marketing to nurture leads.
14. Manage relationships with a CRM.

15. Partner with ABM Marketing.



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