



Best Kept Secrets for Marketing your Business



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1

Be Human - Put a face to your Brand!

Customers purchase when they feel a **human connection** and an **emotional tie** to your product or service.

Showing why your brand will make their life better **sells more** than explaining what your product/service is.

2

Offer Value

Give your potential customers something (knowledge, freebies, etc) **without expecting anything in return!**

Teach how to: - Do at home teeth whitening
- Tricks to selling a home
- Creating a work out plan

3

Cx2 - Create Content

Taking pictures, documenting what you are doing, showing your location; everything you create whether you invest in somebody or do it yourself will **set your brand apart from the others**. Just CREATE!

4

Be You, Be Selective

If your Small Business has a set brand identity (color palette, logo, font, design style) **you already seem big to a consumer**.

We relate these aspects and our brains will always connect them and think of your brand.

5

Watch your \$\$\$!

Advertising is mandatory for any business no matter the size. Make sure you are getting your money's worth.

Newspaper ads no longer have the power of Google Ads .

Spend, but spend wisely!

Have any questions?

Contact us at info@tdcdigitalagency.com