

SelfInformed

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MEMBER SPOTLIGHT

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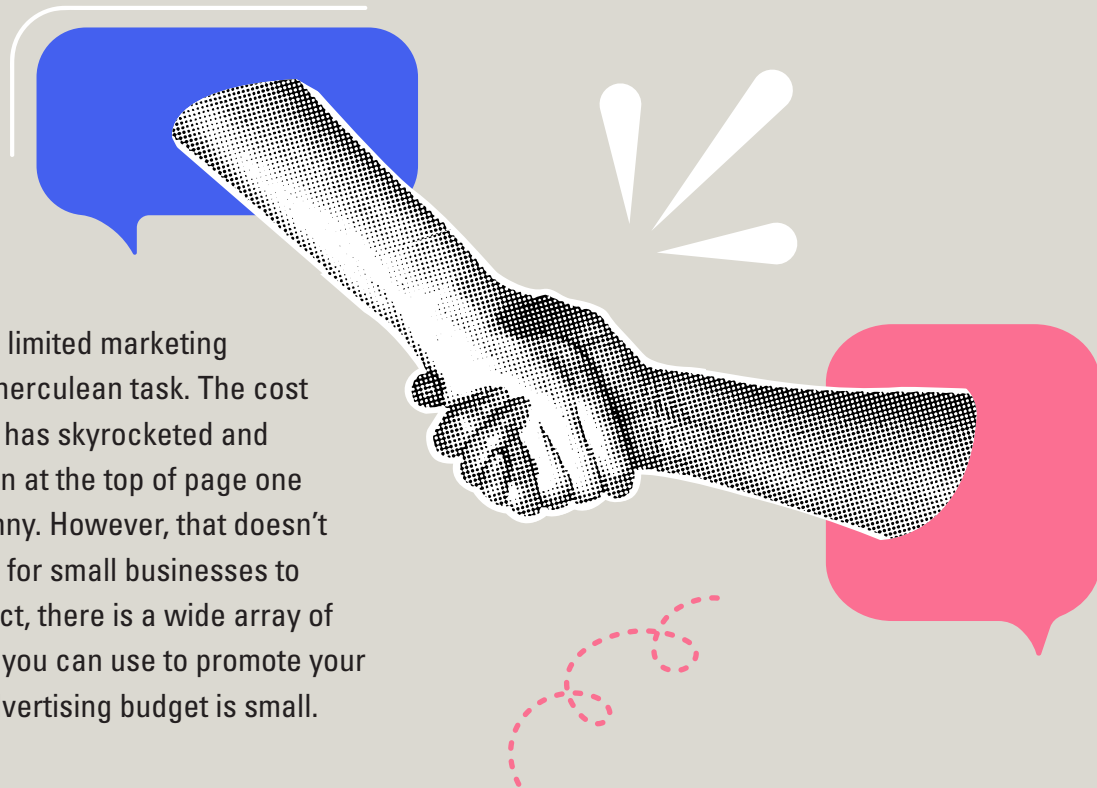
Ginger Lily MedSpa





How to Market Your Small Business on a Budget

Growing a business on a limited marketing budget may seem like a herculean task. The cost of advertising on Google has skyrocketed and getting a coveted position at the top of page one will cost you a pretty penny. However, that doesn't mean that it's impossible for small businesses to market themselves. In fact, there is a wide array of marketing channels that you can use to promote your business, even if your advertising budget is small.



Cost-Effective Marketing Strategies for Small Businesses

Below you'll find various cost-efficient marketing tools that you can use to promote your small business regardless of whether it's a micro business that you are trying to get off the ground or a decades-old family business that you want to grow. The cost associated with each of these tools varies greatly based on many different factors and each tool has its own pros and cons such as cost and audience reach.

As a small business owner, it's crucial that you consider not only the cost of each tool but also how you're able to track how effective each of the tools are. You also need to develop clear goals as to what you want to achieve. Is it to increase awareness of your brand, build loyalty, reach new target audiences, or simply sell more products or services? Keep in mind that there may be a big difference in your marketing strategy if you are starting a business, growing a business, or trying to figure out how to scale your business. The goals that you set for yourself are very likely to change as your business continues to develop and you may need to adjust your marketing strategy accordingly.

Google My Business

If you have a brick-and-mortar business, the first thing you should do is create a Google My Business (GMB) account if you haven't done so already. GMB has become a key player in local SEO. This free tool allows businesses to manage their online presence across Google Search and Google Maps. You can update your business hours, website link, and contact details. Perhaps most importantly, you can also use it to collect customer reviews.

Businesses with up-to-date content and high review scores have a significant advantage over their competitors. You can get started by creating your Google My Business profile. This is something that you should do as soon as possible if you haven't done so already, especially if you are a leader in your field. There have been instances of businesses "hijacking" the Google My Business profile of their competitors so make sure to set your profile up before someone else does!

Search Engine Optimization

One of the first things you should do as a small business owner is ensure that your website is optimized for search engines. This includes both the front end and back end of your website and

encompasses everything from checking how quickly your website loads to including specific keywords within your website content. This step is really important as it allows search engines to see exactly what your website is about and increases the likelihood that your website is going to be shown to the right people at the right time.

This may sound a little bit intimidating at first, but, trust us, it's easier than it sounds. There are many different keyword research tools that you can use, most of which offer "free plans" to users. While these plans only allow for limited usage, when you are just starting out you can generally get the information that you need without having to pay for an upgraded plan. Some of the best keyword tools include Moz Keyword Explorer, SEMRush, and Ahrefs Keyword Generator. Once you do a few different searches, you will have a good idea as to what keywords have the highest search volume and any long tail keywords people are searching for. You can then incorporate these into your public-facing content as well as your meta tags and descriptions. If possible, try to include both high-volume and long-tail keywords (a good rule of thumb is that these are usually more than three or four words). This will help you cover your bases in terms of SEO and can help you prepare for future changes that Google makes to the SERP.

Social Media

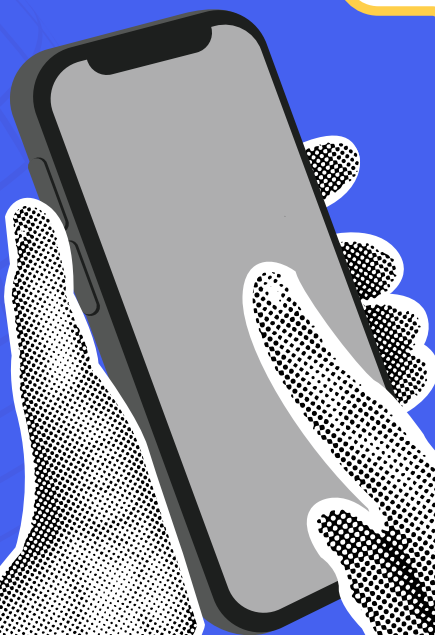
Love it or hate it, social media has become a fantastic tool to promote small businesses over the past decade. Posting useful content that your target audience wants can help you start gaining followers and increase loyalty among the followers you already have.

The first step is creating business accounts on platforms such as Facebook, Instagram, LinkedIn, and X (formerly Twitter). Once you have the account set up, you can begin posting content. Business accounts will allow you to track how effective your posts were and how your target audience engaged with your content. You can then fine-tune your social media strategy to help create more brand awareness, build engagement, and showcase your products and services.

From there, you can begin to test paid ads. The great thing about advertising on social media platforms is that you can choose very specific parameters on who sees your ad to ensure that your advertising dollars are spent wisely. You can set up a maximum spend on your account so that you don't consume too much of your budget too quickly.



Love it or hate it, social media has become a fantastic tool to promote small businesses



Content Marketing

Content marketing is another great, low-cost marketing tool. This generally encompasses things like blog posts, email newsletters, white papers, YouTube videos, etc. Content marketing is a fantastic way to establish your small business as a thought leader. It can also help direct people back to your website and increase your ranking on Google!

The key to having a successful content marketing strategy is to make sure that you're providing quality content that answers the needs of your target audience. For example, if you provide home renovation services, you should create content that helps your audience deal with their pain points such as choosing a contractor, dealing with construction delays, choosing the right materials, etc. Be genuine rather than sale-sy and make sure that your content serves a purpose. If you aren't sure where to start, do a few Google searches pertaining to your product or industry and see what the top-ranked websites are. Many search results include AI-generated results along with a "People Also Ask" section which can help you easily see who your biggest competitors are in terms of visibility.

Partnerships

Depending on what types of products or services you offer, partnerships can provide a cost-effective way to get your business in front of potential customers. Broadly speaking, partnerships are considered to be mutually beneficial marketing relationships between two entities. Partnerships

have been an important marketing tool for large businesses and corporations for decades and thanks to the rise of social media influencers, they can now be effectively used by entrepreneurs and small business owners at a very small cost. This type of marketing is often seen in the lifestyle and travel industries.

If you are interested in developing partnerships with other small businesses (influencers fall under this category!), the first thing you should do is identify what types of businesses you want to be associated with and how these businesses can help you reach your target market. You can then reach out to these businesses to start negotiating the terms of a potential agreement. With social media influencers, this could include things such as the number of posts promoting your product or service. With other businesses, you may want to consider a profit-sharing strategy or commission-based incentive. Together, you'll want to build a co-marketing plan that allows both parties to achieve their goals.

Closing Thoughts

As you can see, there are a number of different marketing channels that you can try that will help your small business get a lot of bang for its buck! Don't forget that your membership with the National Association of the Self-Employed (NASE) also gives you access to a library of resources to help you through your marketing journey.



ANNOUNCEMENT



Dependent Scholarship Applications Opened January 1st

Multiple College Scholarships of \$3,000 are Awarded Each Year

This program is open to legal dependents of NASE Members, ages 16–24. To apply, students need to be high school students or college undergraduates planning to enroll in college for the upcoming fall semester. The application period is **January 1st through April 30th**.

APPLY NOW

See the Latest Press Releases from NASE



2025 Tax Season: Changes & Updates To The Tax Code

Jan 30, 2025

NASE outlined key changes and updates to the tax code the American public, including small business owners, can take advantage of this year in filing beneficial tax returns.

[READ FULL STORY ➔](#)



NASE Congratulates New Leadership of Senate Small Business Committee

Jan 15, 2025

NASE congratulated the new leadership of the U.S. Senate Committee on Small Business and Entrepreneurship, Chair Joni Ernst (R-IA) and Ranking Member Edward Markey (D-MA).

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MEMBER SPOTLIGHT

Gingerly Self-Employed

Kimberly Hunter is a NASE member from Norwalk, Connecticut and is the owner of [Ginger Lily MedSpa](#), a holistic wellness center redefining the healthcare industry's approach to aesthetics and beauty. Led by a highly experienced Registered Nurse with over 14 years of diverse medical expertise, the spa integrates advanced cosmetic treatments with evidence-based complementary therapies to provide a truly comprehensive, client-centered experience.

Driven by a deep commitment to promoting whole-person wellness, they empower clients to embrace their authentic beauty and reclaim their health. By merging nursing principles, aesthetics certifications, and a holistic philosophy, Ginger Lily strives to address not only physical concerns but also the mental, emotional, and spiritual dimensions of well-being.



When and why did you join NASE?

I joined the NASE in November 2024 to strategically position Ginger Lily Medspa and increase our visibility within the healthcare industry. This membership will help us identify and pursue relevant grant opportunities.

What inspired you to enter your field?

With over 14 years of diverse nursing experience spanning various specialties, I've developed a deep-seated passion for patient care. My journey has been fueled by a commitment to holistic wellness and a desire to empower individuals to take control of their health. The opportunity to combine my nursing expertise with aesthetic medicine has allowed me to provide comprehensive care, addressing both physical and emotional well-being.

Inspired by the transformative power of healthcare, I strive to create a compassionate and personalized approach to patient care. My goal is to help individuals achieve optimal health and feel confident in their own skin.

When and why did you start your business?

Driven by my passion for healthcare, a desire for financial independence and a need for personal fulfillment, I started Ginger Lily MedSpa last year.

How do you market your business?

I market Ginger Lily in a variety of ways, including: social media, website optimization, email marketing, direct mail postcards and asking clients for online reviews and personal recommendations.

What challenges have you faced in your business?

A significant challenge has been building brand awareness and attracting new clients. In a competitive market, it's essential to differentiate your services and establish trust. I've addressed this by focusing on personalized care, building strong relationships with clients, and leveraging digital marketing strategies, such as social media and content marketing.

Economic downturns can impact consumer spending, leading to reduced revenue. To mitigate this, we've focused on offering flexible payment plans and affordable packages to attract clients. The healthcare industry is highly competitive. To stand out, we've focused on building strong relationships with clients, offering unique services, and leveraging digital marketing to reach a wider audience.

Do you have any employees?

We currently have a couple full time employees and a few part time employees as needed.

What's your schedule like, what's a typical day for you?

Morning: Arrive at the spa and check emails and messages. Review the schedule for the day and make any necessary adjustments.

Mid-morning: Meet with clients for consultations and treatments.

Afternoon: Perform administrative tasks, ordering supplies, and managing finances. Brainstorming on how to grow the brand and the business.

Evening: Review the day's activities and make any necessary changes for the following day.

What's the best thing about being self-employed?

The greatest benefit of being self-employed is the unparalleled freedom and flexibility it offers. As a business owner, I have the autonomy to set my own schedule, work on projects I'm passionate about, and make decisions that align with my vision. I love the feeling of being in control of my own destiny and the satisfaction of seeing my hard work pay off.

What's the best compliment you've ever received from a client?

The best compliment I've received is when a client said, "Kim is so nice and the process is painless! Looking forward to going back."



The greatest benefit of being self-employed is the unparalleled freedom and flexibility

What's the most important piece of advice you would give to someone starting their own business?

The most important piece of advice I'd give to someone starting their own business is to be prepared for the long haul. While the initial excitement and energy are high, running a successful business requires unwavering dedication, perseverance, and a willingness to adapt to change.

It's crucial to have a solid business plan, but be flexible enough to pivot when necessary. Building strong relationships with clients and employees is key, as is staying informed about industry trends and market shifts.

Remember, success isn't always linear. There will be challenges and setbacks along the way. The ability to learn from mistakes, stay positive, and keep moving forward is essential.

Any other information you would like to share?

Prioritize customer satisfaction: happy customers are the lifeblood of any business.

Trump Administration Moves Quickly Through Executive Orders, Memorandums, and Presidential Proclamations

Since being sworn in on January 20, 2025, the President has moved quickly to advance his Administration's vision and priorities. He has **issued a staggering number** of executive orders, presidential memos, and proclamations, touching nearly all aspects of federal government.

However, these actions all have constraints. Below we have provided a primer on what these actions can and cannot do.

Executive Orders – These are legally binding directives issued by the President of the United States to federal agencies, departments, or officials. Executive orders carry the force of law and are used to manage operations within the federal government. They are published in the **Federal Register** and must be based on the President's constitutional authority or statutory delegation from Congress.

Presidential Memorandums – These are similar to executive orders but are typically less formal and do not have to be published in the **Federal Register** unless the President determines they should be. Memorandums are used to give guidance, direct specific actions by federal agencies, or make policy statements. They generally do not have the same level of legal weight as executive orders but can still influence government operations significantly.

Presidential Proclamations – These are official statements issued by the President that can either have legal effects (such as designating national holidays or public lands) or serve as ceremonial or symbolic declarations. Some proclamations, like those granting pardons or addressing trade restrictions, carry legal consequences, while others, such as recognizing awareness months, do not create enforceable policies.

Also, we have created a fun explainer video that you can share to educate and inform your networks:



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