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# 9 Top Small Business Marketing Trends and Ideas for 2024

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[9 Top Small Business Marketing Trends and Ideas for 2024](#)



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Whether your small business is a brick-and-mortar or a startup, you likely recognize the importance of effective marketing.

But what do you do when the competition is high and you're on a limited budget?

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How do you connect with the right audience to maximize your conversions?

The answer is simple.

You must focus on smarter and cost-effective marketing strategies rather than pouring money into traditional marketing or advertising.

However, implementing these strategies isn't a quick fix.

It takes adapting to new ideas and technologies. It takes staying in the loop about the latest small business marketing trends.

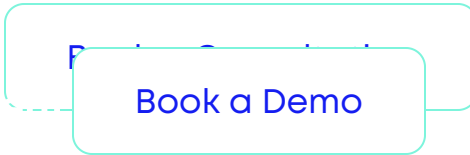
To help simplify the process, we've compiled 9 emerging ideas and digital marketing trends for small businesses. Plus, we've included tips on how to make them work for your brand.

## Ready to give your PR and marketing strategies an upgrade?

Let us help! Book a free consultation with one of our PR and marketing experts. We'll take a look at your current strategies to see where you could use a boost.



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# Our List of Small Business Marketing Trends for 2024

- Public Relations
- Personal Branding
- SEO
- Influencer Marketing
- Video Content
- Social Media
- In-Person Events
- User-Generated Content
- Generative AI

## 1. Public Relations – A Cost-Effective Way to



Have you wondered why public relations (PR) is one of the top small business marketing trends? PR offers small businesses an economical alternative to traditional marketing strategies.

It allows your business to gain exposure without the high costs of advertising.

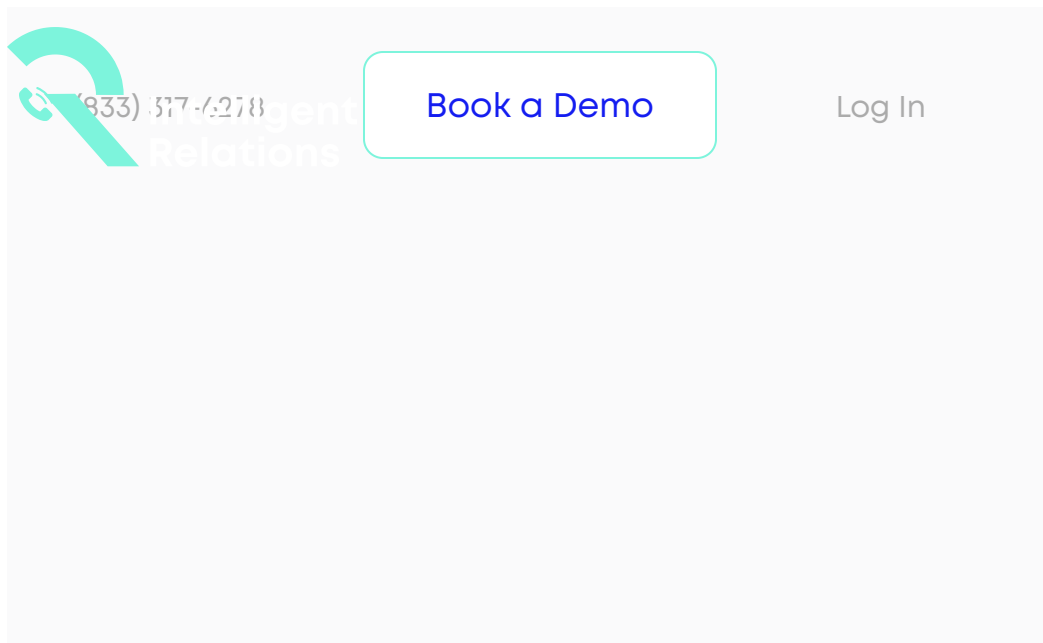
Plus, PR builds trust with consumers who seek authenticity that ads can't offer. It often uses third-party endorsements for credibility, such as media mentions and reviews.

You can also use PR strategies to quickly respond to trends and current events. And it's an effective platform for storytelling, which can help you establish a unique brand identity.

To use PR, craft and share unique narratives to engage audiences and foster brand advocacy. This can include your business's origins, challenges, community impact, and distinctiveness.

Also, build strong relationships with local media to disseminate your story. That includes local newspapers, bloggers, podcasters, and influencers. Tailor content to their interests and offer exclusive insights to captivate them.

Here is an example of how IR's PR tool helps you connect with the right journalists and outlets:



**Pro Tip:** PR content doesn't have to be about your company. Consider pitching original industry insights or research. Create educational blog posts and videos. This can position your small business as a trusted authority and build customer loyalty through valuable content.

Need help creating a pitch, press release, or other PR content? [Book a free consultation](#) with one of our PR experts and find out how we can save you time and resources.

Also, learn how PR can work for your small business by reading our comprehensive guide: [How to Write an Effective PR Plan \[Tips + Examples\]](#)

## 2. Personal Branding – Give Your Brand a Face

[Personal branding](#) stands out as one of the leading small business marketing trends for 2024. It involves identity creation. It allows you to show your brand with a human face, which can help foster customer loyalty.

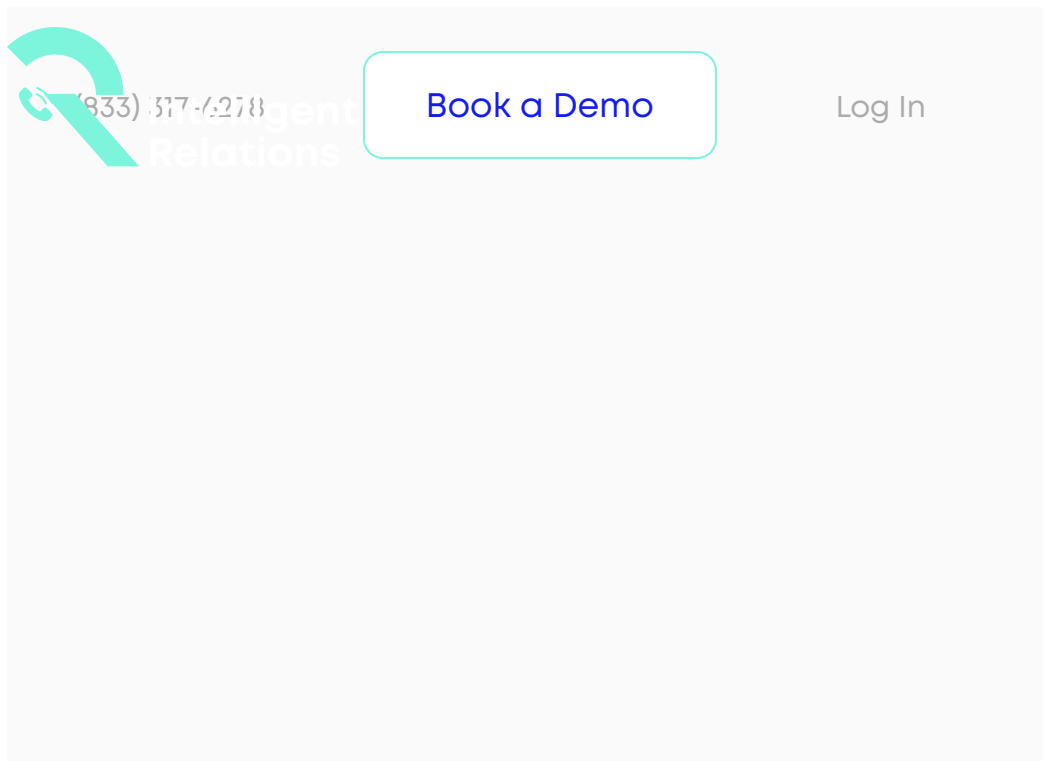
This strategy can set your businesses apart. It involves highlighting your distinct personality, values, and vision. Plus, it enhances audience engagement as people are more likely to interact with content from relatable individuals.

Personal branding also opens networking and partnership opportunities. Plus, it can increase customers' value perception. This often leads customers to pay more for a personally connected brand.

Craft your personal brand by sharing your unique story. Let your journey resonate with customers to deepen connections and set your brand apart.

Always be authentic. Let your real experiences shape your business's voice and values. Also, maintain a consistent brand across all platforms.

[Darren Hardy](#) is an example of an effective personal brand:



**Pro Tip:** Don't just broadcast your message. Actively engage with your audience, respond to their interactions, and build relationships. Participate in discussions and show appreciation for customer feedback.

Want to take personal branding a step further? Then you'll want to consider thought leadership: [\*Unlocking the Power of Thought Leadership Marketing \(Benefits + Best Practices\)\*](#)

## 3. Local SEO Improves Online Visibility

SEO has emerged as one of the top small business marketing trends because it increases online visibility. And that's important because most consumers

start their journey by [using search engines](#) to look for business information

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SEO boosts small businesses' presence in search results. It's more cost-effective than paid advertising and it draws organic traffic.

This method involves targeting specific keywords relevant to your brand, which drives more interested traffic with higher conversion potential.

Additionally, SEO best practices enhance user experience, improving website usability and content relevance. This leads to increased engagement and customer retention.

As a small business, be sure to prioritize local SEO. You can do this by optimizing your online presence for local searches and using location-specific keywords. You should also [register with Google My Business \(GMB\)](#) and get your business listed in local directories.

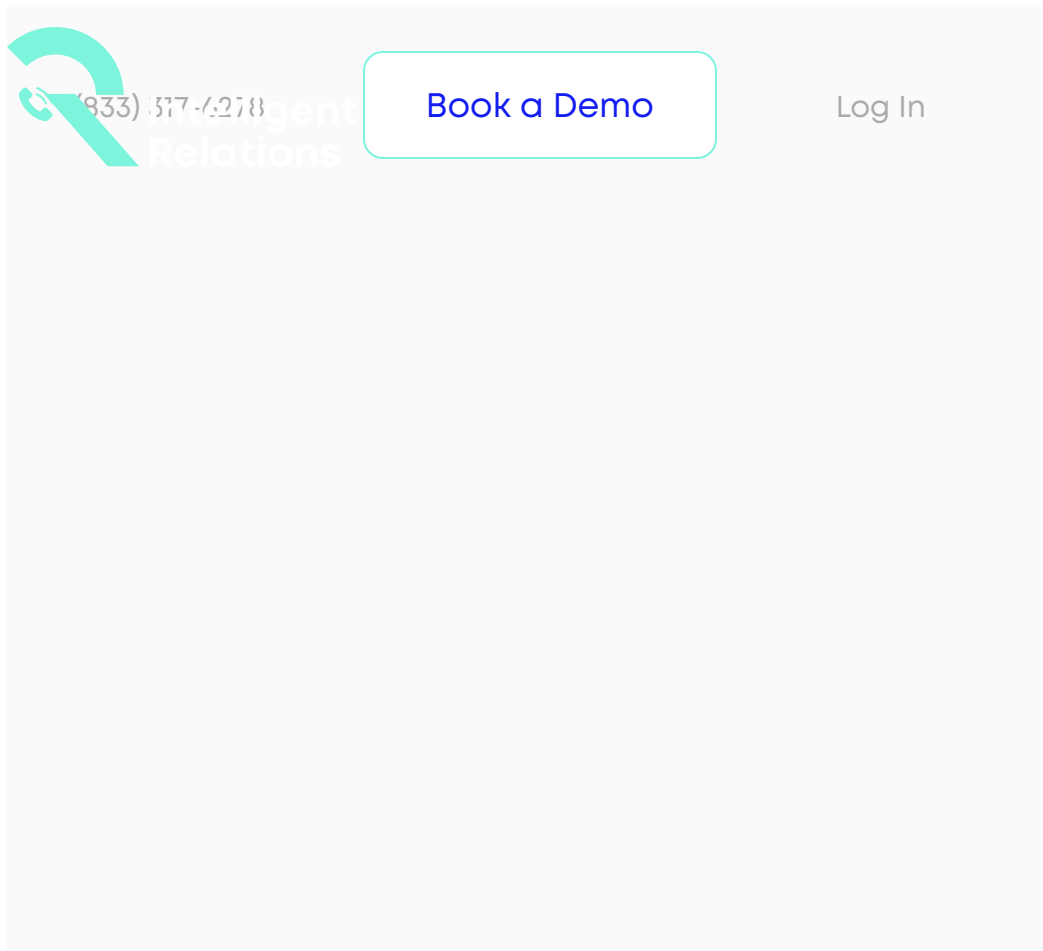
Make sure your NAP (Name, Address, Phone Number) information is consistent across all platforms. That should include your website, GMB profile, social media profiles, and online, local directories.

Also, encourage customers to leave reviews. Positive feedback boosts SEO and draws more customers.

Ensure your website is mobile-friendly and loads quickly. Mobile responsiveness and fast page speeds are crucial for SEO and user experience.

Here's how small businesses typically appear in search results:





**Pro Tip:** Regularly produce high-quality, relevant content containing targeted keywords. This can include blog posts, long-form articles, and how-to guides. This establishes your business as an industry authority and keeps your site updated.

Want to get started on SEO marketing, but don't know where to start? Check out our dedicated guide: [9 Essential Search Engine Marketing Trends for 2024 \(+ Tips and Examples\)](#)

## 4. Influencer Marketing Connects You with Niche Audiences

Influencer marketing is one of the [most successful small business marketing](#) strategies. It offers targeted reach to niche audiences. It provides a connection to specific demographics interested in a business's offerings.

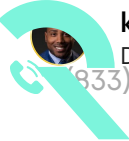
Influencers are often known for their authenticity. They can enhance your business's credibility when they endorse products. They're also skilled in content creation and audience engagement.

This strategy also promises rapid brand growth and visibility. It adapts to various social media platforms and broadens your reach.

As a small business, you should partner with influencers whose followers align with your target market. Prioritize those with similar values and high engagement rates for more resonant endorsements.

Authentic partnerships are vital. Collaborate with influencers who genuinely appreciate your products. Encourage them to share honest feedback to build trust and credibility.

The video below demonstrates how influencer marketing can benefit small businesses:



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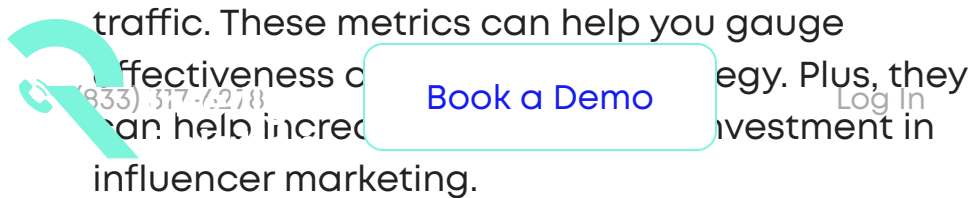
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**14,443 likes**

Add a comment...

**Pro Tip:** Track campaign performance using metrics such as engagement rates and website



Learn more about how to leverage influencer marketing by reading our article: [9 Top Influencer Marketing Trends Shaping the Industry in 2024](#)

## 5. Video Content Allows You to Engage With Your Audience

Why is video content one of the best small business marketing trends? Because it engages audiences more effectively than text or static images.

In fact, [more than 90% of small businesses](#) were already using it in 2023.

Video content offers a versatile medium for storytelling. It's also great for showcasing products, services, and customer experiences in a way that emotionally connects with viewers.

Videos are also mobile-friendly and shareable on social media. Plus, they fit well into platform algorithms. Additionally, video content's memorable nature increases brand recall, making it an effective tool.

Ensure your videos are high quality with clear visuals, good lighting, and clear sound. They should reflect well on your brand and maintain viewer engagement.

Keep content concise and address your audience's needs, pain points, and your message. [Book a Demo](#) [Log In](#) overcomplicating

Here's an example of how video content works in small business marketing:

**Pro Tip:** Use storytelling and emotional appeal to make your videos more relatable and engaging. Share brand stories and customer experiences that align with your values.

Ready to get started? Get more video marketing ideas by checking out this article: [Top 10 Video Marketing Trends for 2024 \[+ Tips\]](#)

## 6. Social Media Gives You Greater Reach

Social media offers small businesses a vast and accessible audience and customer engagement without the cost of traditional advertising. That's what makes it one of the most successful small business marketing trends.

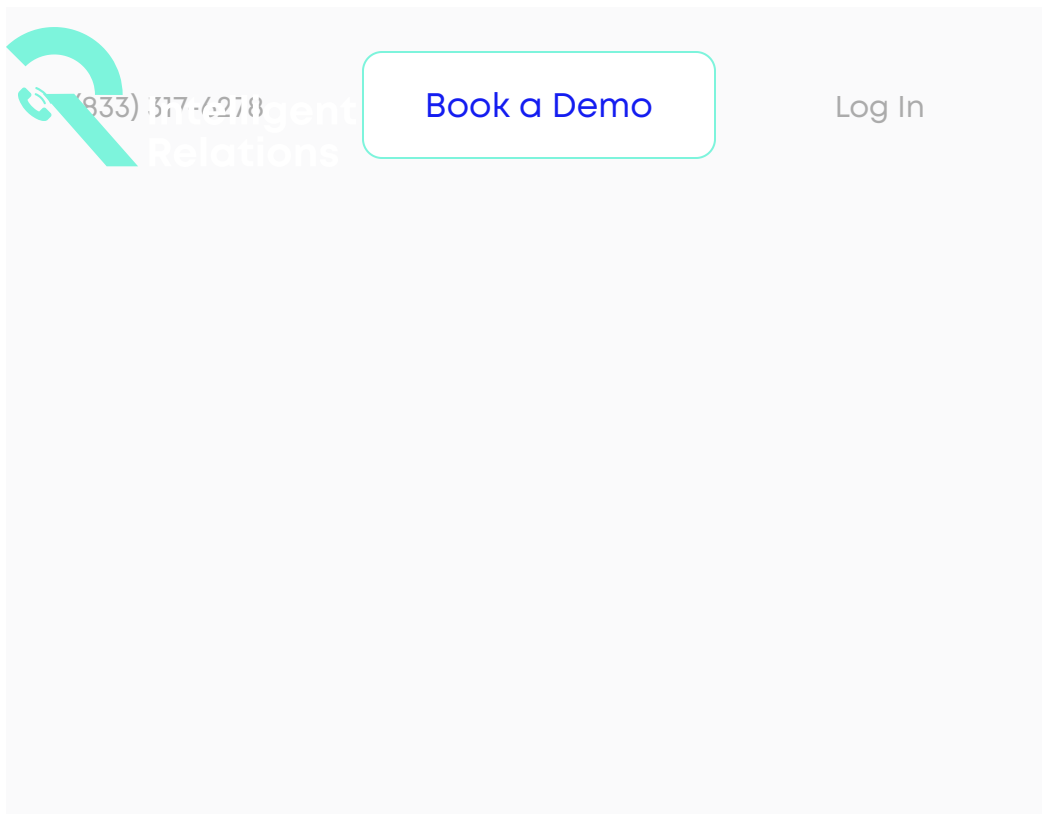
These platforms allow precise targeting based on demographics, interests, and behaviors. This allows you to focus your efforts on relevant audiences. Social media also enhances customer engagement through direct communication.

It's also an effective tool for brand building. Its flexibility allows for real-time strategy adjustments. This allows you to cater to diverse content preferences and offer viral potential.

To use social media, actively respond to comments, messages, and reviews. Share relatable stories and insights to build rapport and make your brand more approachable. This can improve your visibility through regular interaction favored by platform algorithms.

Also, use analytics tools to gain insights into your audience's behavior and preferences. Social media platforms come with tracking metrics such as engagement rates and follower growth. These insights should guide your content strategy and help you tailor messages.

This example from [Bob's Discount Furniture](#) demonstrates how small businesses can leverage social media with entertaining images and hashtags:



**Pro Tip:** Diversify the platforms you use to ensure you're reaching your audience where they hang out most. Then diversify your content with images, videos, polls, and informative posts. Focus on quality to add value and establish your brand as credible and trusted.

Find out how to blend your social media and PR strategies for more overall impact by checking out our guide: [\*Social Media PR – 6 Easy Ways to Connect with Your Target Audience\*](#)

## 7. In-Person Events Allow You to Meet Your Customers

There's a reason why in-person events are one of the leading small business marketing trends. [Book a Demo](#) [Log In](#)

It's because they enable you to build personal connections with customers through face-to-face interactions. This fosters trust and strong relationships.

These events provide immediate feedback on products or services. This can offer insights into customer preferences and guide future strategies.

Participating in events also increases brand visibility. It helps you introduce products or services to new audiences and potentially expand your customer base. They also offer networking opportunities with potential customers, other businesses, and industry influencers.

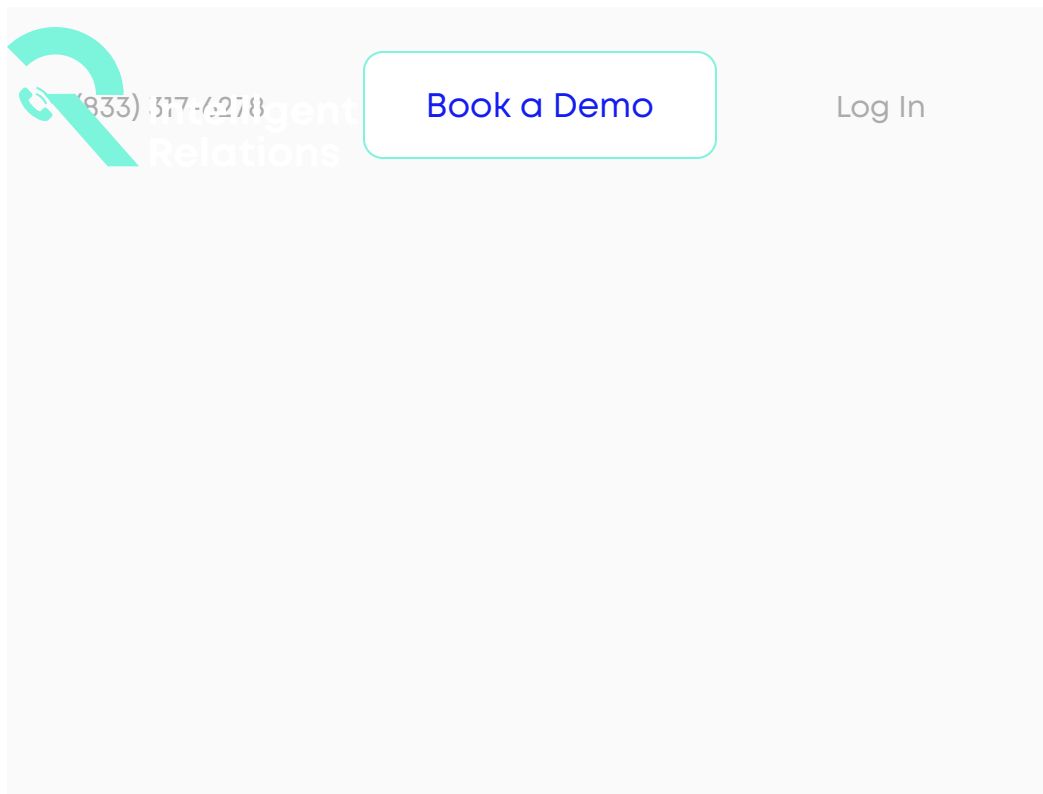
Not to mention in-person events create memorable experiences. They strengthen ties to the community and help you build a positive reputation around your small business.

When participating in in-person events, maximize engagement by incorporating interactive elements like live demos, booths, product trials, and Q&A sessions. These interactive activities deepen brand engagement on the spot.

Encourage attendee participation to create lasting impressions and potential brand advocates. Promote your event through social media, email, and local ads before, during, and after the event.

Here is an [example of an in-person event](#) for small businesses:





**Pro Tip:** Encourage attendees to share their experiences online to extend your reach. Follow up post-event to convert attendees into loyal customers. Collect attendee data via sign-up sheets or digital check-ins for future marketing insights.

## 8. User-Generated Content – Let Customers Speak for You

What makes user-generated content (UGC) one of the smartest and most cost-effective small business

marketing trends? Your customers make valuable, authentic content for you. (833) 317-6278

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UGC includes customer reviews, photos, and testimonials, making it one of the best ways to build trust among your target audience.

UGC offers a cost-effective content strategy, saving resources that might otherwise go into professional shoots or ad production. It resonates more with audiences, as it comes from peers. It encourages interaction and community building around the brand.

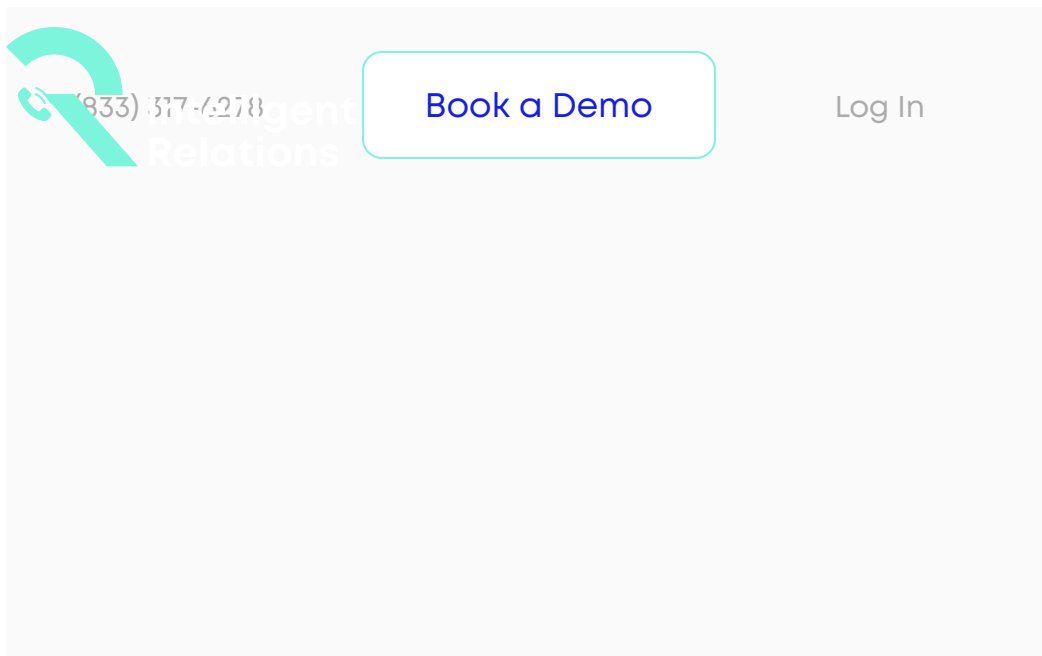
UGC also acts as social proof and influences purchasing decisions. It increases brand reach and SEO. It also introduces diverse perspectives and creativity. This keeps your brand's online content varied and engaging for a broader audience.

To make UGC part of your strategy, actively encourage customers to create and share content about your brand. Use social media prompts, contests, or incentives such as discounts.

Provide clear instructions and hashtags for easy contribution. The simpler it is for customers to produce and share content, the more likely they will engage.

Once you gather user-generated content, feature it across your marketing channels. This should include your website, social media, and email newsletters. This recognition values customer efforts and serves as compelling social proof for potential customers.

These [testimonials from this law firm's website](#) are an example of how UGC works:



**Pro Tip:** Monitor and actively engage with customer-created content by liking, commenting, and sharing. This interaction builds community and encourages further content creation. Plus, it demonstrates your appreciation for customer contributions.

UGC is great, but what other content should you consider? Check out our guide to find out what's trending: [7 Top Content Marketing Trends 2024 \[+ Tips and Tricks\]](#)

## 9. Generative AI – Automate Your Content Creation

Generative AI helps you efficiently produce content such as text, images, and videos.

About [53% of small businesses](#) use it today, especially those with limited resources. AI marketing has emerged as one of the most important business marketing trends.

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How does it work?

For starters, you can pop customer data into an AI tool and it will analyze it so you can create personalized marketing materials. Tailor content, recommendations, and messaging based on customer behaviors, preferences, and engagement patterns.

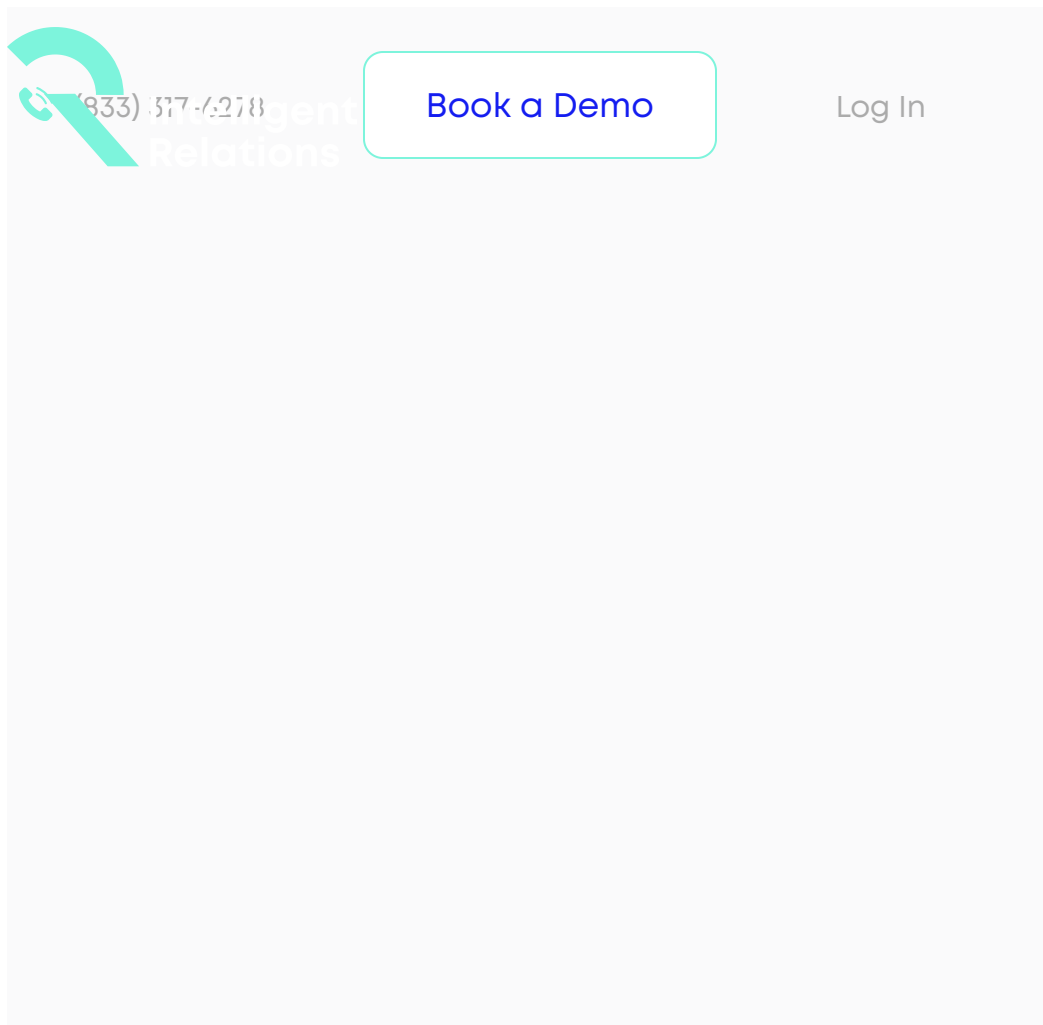
Personalized materials significantly enhance engagement and conversion rates.

You could do this task manually, but it's time consuming and challenging.

Additionally, generative AI can process vast amounts of data that can inform your strategies, predict trends, identify demographics, and suggest optimal content.

Be sure to combine generative AI with human creativity for optimal content creation. Use AI to produce initial ideas or drafts. Then, refine them with a human touch to align with your brand's voice and values.

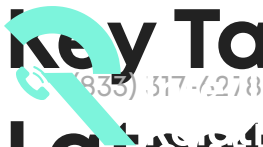
[ChatGPT](#) is one of the most popular generative AI tools. Here's an example of how small businesses use it to create copy for their websites:



**Pro Tip:** When using generative AI for content creation or ideas, always fact-check the content. AI sometimes generates outdated or inaccurate information (also called hallucinations). Fact-checking can protect the integrity and authenticity of your content.

Want to use AI to help you with your PR work? Consider Preston, our innovative AI platform. [Book a free consultation](#) to find out how Preston can save you time and effort.

# Key Takeaways on the Latest Small Business Marketing Trends

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As a small business, it's important to focus on intelligent and budget-friendly marketing approaches instead of heavy investments in things like ads. But this involves seeking innovative methods that offer high ROI, even with limited resources.

That's where small business marketing trends come in. Staying up on the latest trends not only helps you find cost-effective solutions, it helps you find effective solutions. Having an on-trend strategy often results in greater brand trust and awareness.

That's because following small business marketing trends is really all about listening to your customers. On-trend strategies gives them what they want when and where they want it. So, consider following these 9 marketing trends in 2024 for a more robust and successful strategy.

Want help integrating these small business trends into your current PR and marketing mix? Let us help! Simply [book a free consultation](#) with us and we will help you get started.

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