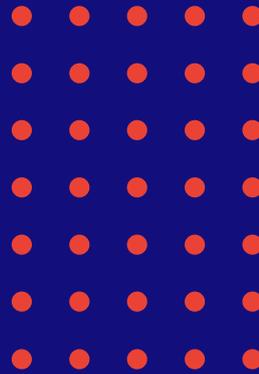




Your Marketing Resource for Small Business

YOUR RESOURCE GUIDE TO NAVIGATING
A DIGITAL WORLD



POWERED BY:

**bas
media**

@Brunch and Slay, LLC. Company



Hi! I'm Ameerah Saine

I hope I'm the first to tell you congratulations!

Deciding to take charge of your digital presence is a big deal, and I know taking the first step is not easy to do, so go ahead and pat yourself on the back. I know it sounds corny as all get out, but the truth is: you are doing something that most people are too afraid to do. The fact that you are even reading this says a lot about your drive, focus, and goals for your brand.

If you're wondering who the heck I am and why you should pay attention, I don't blame you. I'm a bit of a skeptic when it comes to "free" advice myself. So I'm not offended.

I'm Ameerah, the founder of B A S Media. We provide impactful marketing support for small businesses. I've used all the tools you'll find here to help brands stand out and build awareness.

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Do I have your attention? Gosh, I hope so!

So why am I sharing this? Well, I share because no one shared with me, I have learned the hard way, through good old fashioned trial and error, and it took years.

So rather than be a knowledge hog, I want to share. After all, sharing is caring.

I've used these tools to build a pretty cool and lucrative business that I'm proud of. A business that was created for the sole purpose of helping others.

In case you haven't picked up on it, positivity is my drug, and creating kick-ass strategy is my superpower.

So let's get this party started!



Graphics



As you are building your brand and finding your voice, you will need to make sure any photo, art, or marketing collateral is crisp clean. Ask yourself how do you want your brand to be perceived and use these tools to bring that dream to life.



Canva

Canva

Hands down the most user-friendly platform for online design. Most importantly, it's free! You'll have access to beautiful designs, unlimited storage, and the ability to make your content stand out.



fi

Fiverr

This platform was created with you in mind. Logo design to copywriting Fiverr's got you covered. It's your one-stop-shop for freelancers and uber affordable. You'll need to set aside some time to research the folks your working with, but it will be worth it to your wallet.



Up

UpWork

This platform is great for big projects and offers a limitless pool of freelancers. It's a little more expensive than Fiverr, but a great resource.

Help



As a business owner, you wear many hats (it's more cost-effective that way), but there is a thin line between Superhero and Burnout. You'll quickly learn that delegation is key. Outsourcing what you can will allow you to focus on the things you do best and allow the experts to take care of the rest.



CHEGG

Use this platform to find college students in need of internships. It's free, and you get to work with intelligent young people looking to gain experience for their resumes.



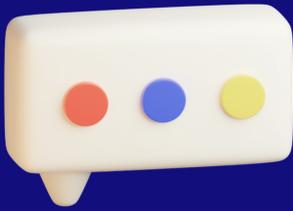
ACADIUM

With thousands of postgrads searching for on the job experience, you'll pay less than 500 dollars for an apprentice who will provide you with 10 hours of work per week for 3 months. You read that right: 130 hours of work for under 500 dollars. I've used the platform for a couple of years now and have hired several of my apprentices.



GRAMMARLY

If you weren't an English major, you will want to invest in this software. Use it before sending out any correspondence. Think spell check on steroids.



SEO and Keyword optimization

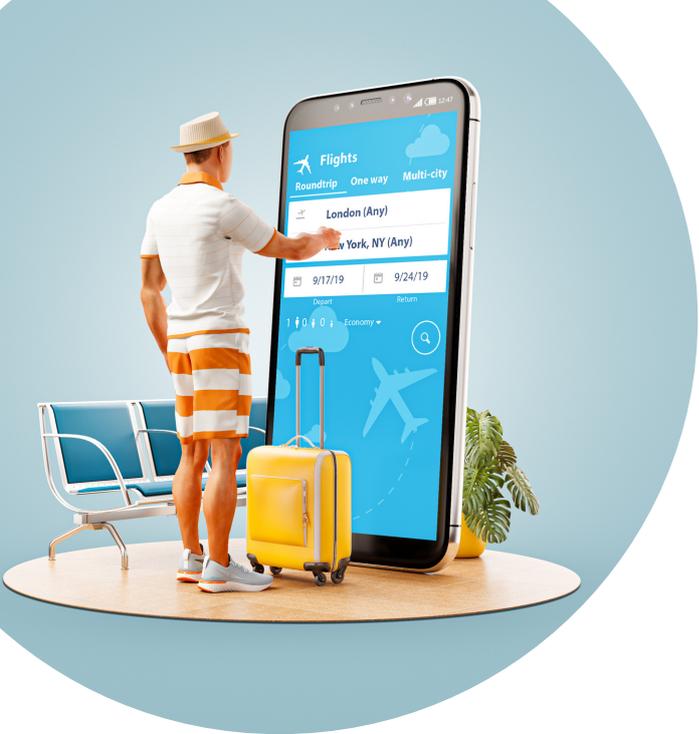
KW Finder

This is an easy-to-use keyword planner. This tool helps you identify words that you can incorporate in your social media and blog post to rank higher on Google. Think of it as an SEO helpmate for the SEO impaired.

[answeringthepublic.com](https://www.answeringthepublic.com)

These helps you identify what people are searching for across the internet in your industry. You'll type in a topic and be given the actual questions people are using to search and find the information they need. Use those questions to create a blog post, drive traffic to your website, and be seen as an industry expert.





Software

The world of automation and software can be overwhelming; there are so many options out there, knowing what's right for your small business is a game-changer.

I ♥ PDF PDF

ILOVEPDF.COM

Use this online service to work with PDF files completely free and easy to use. Merge PDF, split PDF, compress PDF, office to PDF, PDF to JPG, and more! When you become a CANVA pro, you will be happy that you have this free software to compress presentations and art.



CONSTANT CONTACT

Use this email automation platform to communicate with your audience. There are a ton of email automation platforms out there, but when you are on a budget, Constant Contact leads the pack.

P

PLANOLY

If you've ever wondered how some Instagram pages flow so well, you're gonna want this platform. When it comes to planning social media posts and reviewing analytics, you'll want to have everything in one place. Planoly allows you to view a grid and organize your post.



GSUITE

There is a reason why **Google** is number one. Their suite of services is perfect for managing your growing team and business.

<https://gsuite.google.com/>

Docs- Create documents and easily share them with your team and customers.

Sheets- Create spreadsheets and edit them in realtime with your team.

Calendar- Keep track of your appointments, task, and essential milestones all from your smartphone or laptop.

Hangouts- Stay connected with your customers in realtime. Use Hangouts for video and voice calls for free.

Voice- Make your business legit by having a virtual phone number that links to your cell.





Advertise

Social media is a great way to build an audience and share your platform and offerings with the world. Yeah, I said the world. By focusing on the platform that your ideal customer uses most, you increase the odds of building brand awareness for your business.



FACEBOOK BIZ

Creating a business page can be an extension of your website; customers can shop your products and offerings while you create an interactive community by utilizing their Group options.



INSTAGRAM

A great photo goes a long way for ages 25-35. You can hashtag your way to profit.



LINKEDIN

Landing those corporate clients is tuff when you don't know where they live or what's important to them. Having a LinkedIn business page allows you to connect with brands and key decision-makers.



PINTEREST

If you sell products, grab your camera and start posting your blogs and products to Pinterest. The platform allows you to educate potential customers and drive traffic to your website.



Organize

Keeping all your thoughts, tasks, and deadlines in one place is the secret to success.



The Fun, Flexible, and Free Way To Organize Plans, Projects, & More. Use it to manage every aspect of your business and teams for free!



Think Trello with the ability to DM. You can integrate your Google calendar with several apps, including Trello. Use this when your team outgrows Trello.



Save all your important documents in the cloud and never use a ThumbDrive again. This platform is great for sharing large files and provides you with shareable links, so that large files can easily be emailed or sent in a text.

Digital Marketing Checklist

Search your name/business on Google

Make a list of your brand goals

- What do you want to accomplish?
- What do you want your brand to be known for?
- Do you want to gain more traffic?
- Do you want more business?

Take a high-resolution image

Take Lifestyle images

Gather your press and features

Bio Checklist

- Name
- Education
- Professional experience
- Your industry
- Goals
- Accomplishments

Fun facts

LinkedIN

- Professional and current issue
- Craft your headline
- Write a summary
- Use KW Finder for SEO optimization

Make your personal page private.

Your website should have:

- Bio
- Photos
- Contact info
- Resume
- Press
- Social media links
- Make it keyword rich



With these resources, you now have a leg up on the competition, but they mean nothing if you don't use them.

Now is the time to keep moving and learning. If you are ready to power through and invest more in your brand, be sure to subscribe to BASmedia.net, where you can access a vault of knowledge and listen to the Brunch and Slay Podcast or any of our digital courses.

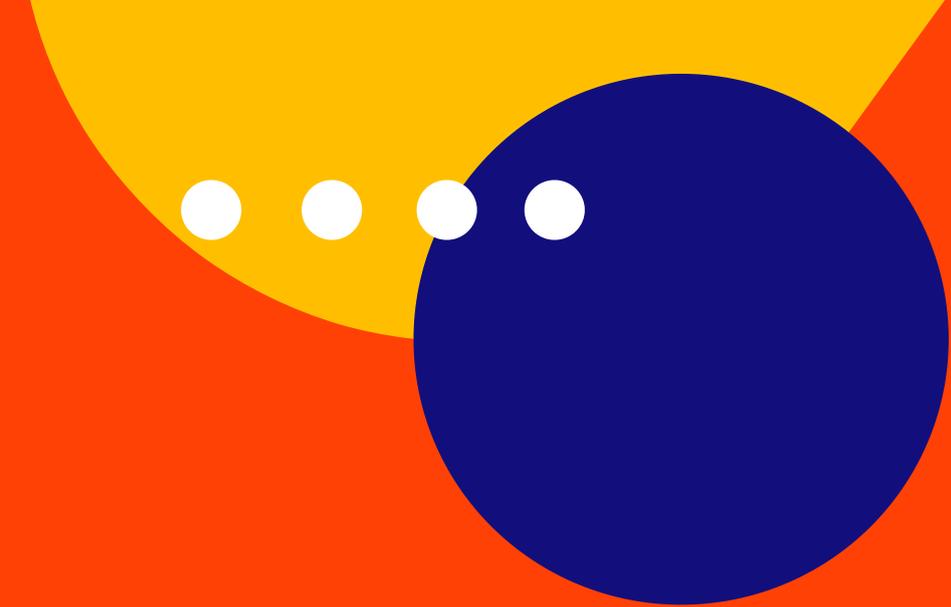
We believe that when We Build, We Win! So welcome to the tribe, and for goodness sake, don't be a stranger. We've got great things in store, and we're thankful that you are a part of it!



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