



Thoroughbred
Digital Marketing TM

HOW A SMALL BUSINESS CAN AFFORD DIGITAL MARKETING

Small businesses can afford digital marketing by:

1. Defining their marketing goals and identifying their target audience.
2. Creating a digital marketing strategy that aligns with their goals and budget.
3. Utilizing free or low-cost digital marketing tools such as social media platforms, email marketing, and content marketing.
4. Focusing their efforts on platforms where their target audience is most active.
5. Partnering with micro-influencers or other small businesses for collaborative marketing efforts.
6. Investing in targeted advertising on social media platforms and search engines.
7. Monitoring analytics and adjusting their strategy accordingly to optimize their efforts.
8. Outsourcing digital marketing tasks to freelancers or agencies to save time and money.

**"In the world of bits and bytes,
we create marketing magic."**

E. Matthew Conlee,
CEO, Thoroughbred Enterprises, Inc.

