

Five actions to **kickstart** your marketing

You've been running your business for a while.
You know what you do and you're good at it.
But marketing? That's the bit that keeps
sliding down the to-do list.

This guide gives you five practical actions — so
you can stop guessing and start making your
marketing work.

by

— **KLW Marketing**

Why five actions?

Most marketing advice gives you a list so long it sends you straight back to doing nothing. That's not helpful.

A small number of things done consistently will always beat a long list done badly. These five actions are the foundation. Get them right, and everything else becomes easier.

You don't need a big budget. You don't need a marketing team. You need **clarity, consistency, and a willingness to show up.**

But before we get into any of that, there's one thing worth saying first.

TURN THE PAGE



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People still buy from people.

Your team, your personality, your way of doing things — these are your most valuable and most unique assets. No competitor can replicate them. No template can replace them. And no amount of AI-generated content will do the job if there's no real voice behind it.

We're living through a moment where it's tempting to outsource your identity — to use tools that smooth everything out until it sounds like everyone else. Don't. The businesses that will stand out in the next few years aren't the ones that moved fastest, they're the ones that stayed most distinctly themselves.

Use technology. Use AI. But use it to amplify who you are, not to replace it.



ACTION ONE

Know what makes you different

Before you spend a penny on marketing, you need to be able to answer one question: **why should someone choose you over anyone else?**

This isn't about having a fancy tagline. It's about understanding your value, clearly enough that you can explain it in a sentence, without rambling.

Most small businesses skip this step and jump straight to posting on LinkedIn or updating their website. Then they wonder why nothing sticks. It sticks when you know what you stand for.

→ START HERE

Write down your answers to these three questions.

- What do you do that genuinely makes a difference to your clients?
- What do your best clients say about working with you? (Check your emails and messages — the language they use is gold.)
- What would they miss most if you disappeared tomorrow?

JOT YOUR ANSWERS

Your positioning lives in the gap between those answers. That's the thing worth marketing.



ACTION TWO

Know your competitive landscape

You don't need to obsess over your competitors. But you do need to know who else is in the room.

Understanding who your competitors are — and how you're different — sharpens your positioning and stops you from accidentally blending in. The goal isn't to copy what they're doing. It's to find **the space they're not filling**.

**START HERE**

Pick three competitors — or businesses you admire in your space. Then ask:

- What are they known for?
- Where do they seem to be winning?
- What aren't they talking about that your clients actually care about?

JOT YOUR ANSWERS

That last question is where your opportunity lives.

And remember: your competitors aren't always the obvious ones. Sometimes the real competition is inertia — the client who decides to do nothing, or to muddle through on their own.



ACTION THREE

Use your expertise out loud

You know more than you think you do. And your clients — and potential clients — want to hear it.

Thought leadership sounds grand, but it really just means sharing what you know in a way that's useful: a LinkedIn post that answers a question you get asked all the time, a short article on something you've noticed, a point of view on something everyone else is dancing around.

This is the highest-value marketing activity for most B2B businesses — and the most underused.



START HERE

Answer these questions honestly.

- What are the three things clients most often ask you about?
- What's a common mistake you see businesses in your sector making?
- What's changed in your industry in the last year that your clients should know about?

JOT YOUR ANSWERS

Pick one. Write 200 words about it. That's a LinkedIn post — that's you showing up as the expert you already are.

Consistency matters more than perfection here. Once a fortnight, done properly, beats daily mediocrity every time.



ACTION FOUR

Get your content working

Content marketing doesn't mean being everywhere. It means being useful, in the right place, on a schedule you can actually keep.

For most small B2B businesses, that means one or two channels — probably LinkedIn and your website — used thoughtfully. Not a barrage of content, but a steady presence that reminds people you exist and that you know your stuff.

**START HERE**

Do a quick audit of what you already have.

- What content do you already have that could be refreshed or repurposed? (Old proposals, slide decks, talks you've given — all raw material.)
- Which one channel do your best clients actually use? Start there, and only there.
- What would be useful for them to read, watch, or hear right now?

JOT YOUR ANSWERS

One useful piece per week, on one channel, done consistently, will put you ahead of most of your competitors. The bar is lower than you think.



ACTION FIVE

Track what actually matters

You don't need a dashboard full of numbers. You need two or three that tell you whether things are moving in the right direction.

Most owners either track nothing — so they're flying blind — or track everything, so the data becomes noise. Neither is helpful.

**START HERE**

Choose your two or three numbers. Tick the ones to watch:

- | | |
|--|---|
| ☐ Warm conversations started this month | ☐ Website enquiries / form submissions |
| ☐ LinkedIn requests accepted vs. sent | ☐ Referrals received this quarter |
| ☐ Proposals sent vs. won | |

MY TWO OR THREE

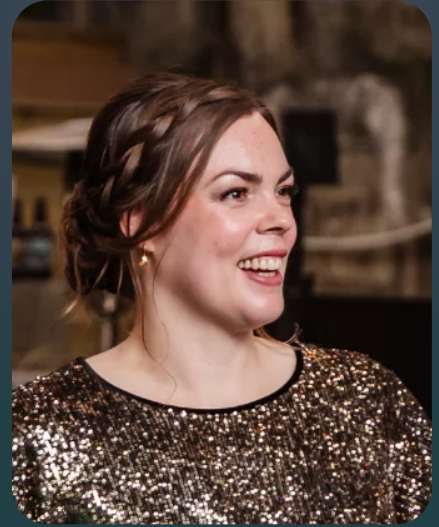
Check them once a month. Look for the direction of travel, not just the number.

If something's working, do more of it. If it's not, change one thing at a time — not everything at once.

Marketing that reflects how good you actually are.

At KLW Marketing, we believe marketing should do more than raise your profile — it should reflect how good you actually are at what you do.

We work with B2B businesses in tech, professional services and culture as **part of their team — not at arm's length**. We embed, we listen, and we build marketing that fits the business rather than a generic template.



If you've read this and thought **“I know what I should be doing, I just need someone to help me do it”** — that's exactly what we're here for.

klwmarketing.co.uk

Or connect with **Kathryn Wharton** on LinkedIn.