

Quickly Starting a Marketing Consultant Side-Hustle

Introduction

When you're kicking off your side-hustle in marketing consulting, the first step is always to define your niche and customer.

Think about what you're good at.

Are you a wizard at social media, a guru of email marketing, or a master of SEO? Pick a field where you have both skill and passion.

Then, research your target market customer.

Small businesses vary greatly – some might need basic marketing services, while others are looking for advanced digital strategies.

Understand their needs and challenges.

Your services should directly address these needs.

For example, if local restaurants struggle with online visibility, offer SEO and local marketing services.

Create service packages that are clear and tailored to these businesses. Remember, simplicity is key.

Small business owners often don't have the time or knowledge to decipher complex marketing jargon, so explain your services in plain, straightforward language.

I've already given you a fantastic opener; the chance to leverage ad credits as a foot-in-the-door offer of free money that businesses can use.

Think about other offers that can compliment or amplify the advertising you're providing.

A service which compliments paid ads nicely is email marketing. As the client's ads generate clicks, so should it generate email opt-ins.

A client can easily be upsold on the need for email list marketing and promotions. The return on investment on this service justifies the expense very easily.

Think About Your Price

Pricing your services can be tricky.

Start by evaluating your costs, the time you'll invest, and market rates. Initially, consider offering competitive pricing to attract clients. However, don't undervalue your services.

As you gain experience and success stories, you can adjust your rates accordingly.

Finally, set up a basic legal structure for your business.

It could be as simple as operating as a sole proprietor, to begin with.

Consult a legal expert to understand the best structure for your situation. This step is crucial as it helps in sorting out taxes and protects you legally.

Building Your Brand and Online Presence

Now, let's talk about your brand.

Your brand is more than just a logo or a catchy name (though these are important, too).

It's about the story you tell. What's your *why*?

Maybe you're passionate about helping local businesses thrive or you're all about creative, out-of-the-box marketing strategies.

This story forms the backbone of your brand and should be reflected in everything from your website to your business card.

Speaking of websites, you will eventually need one.

It doesn't have to be fancy, but it should be clean, professional, and easy to navigate.

Include a clear description of your services, a little about yourself, and, as you build them, case studies or testimonials from happy clients.

Also, set up professional social media profiles, especially on platforms where your potential clients hang out.

Regularly share content that is helpful to your target audience – think tips, industry news, and insights.

Don't Forget The Network

Networking is key in this field.

Start building connections both online and offline.

Join local business groups, attend industry meetups, or even start your own meet-up. Online, engage in relevant forums, LinkedIn groups, and other social media platforms.

The goal is to be seen as a resource and authority in your niche.

Don't forget about creating content. Start a blog, a podcast, or even a video series on topics relevant to your niche.

This not only helps in establishing your expertise but also aids in SEO, making it easier for potential clients to find you.

Acquiring Clients and Delivering Results

Client acquisition can often be the most challenging part of starting your consultancy.

Start with your immediate network.

Reach out to friends, family, and acquaintances and let them know about your services.

Word of mouth is incredibly powerful in the early stages of business growth.

You can also consider offering your services at a discounted rate or even free to a few clients in exchange for testimonials and case studies, as long as you don't undervalue your work.

Outreach With Smart Email Marketing

Cold emailing can be effective, but it has to be done right.

Personalize your emails. Show that you've done your homework about the business and how your services can help.

Follow up, but don't spam. Remember, it's about building relationships, not just making a sale.

Booking Those Accounts

Quick Start Guide

Once you land clients, focus on delivering results.

Set clear, measurable goals for each campaign.

Communicate regularly and transparently with your clients about the progress.

Be open to feedback and ready to tweak strategies as needed.

Your goal is to make your clients feel confident and informed about the marketing process.

Add Mechanisms to Measure Progress

Measuring the success of your campaigns is crucial.

Use tools to track progress and analyze data.

This not only helps in showing your clients the value you're providing but also aids in refining your strategies.

Always be learning and improving.

The digital marketing world changes fast, and staying on top of trends and tools will keep you ahead.

Managing Your Business and Growth

Running a side-hustle means juggling your day job with your entrepreneurial venture. Time management is critical.

Set specific hours for your consulting work and stick to them.

Use tools like calendars, to-do lists, and project management software to keep yourself organized and on track.

Remember, quality is better than quantity, especially when your time is limited.

Financial management is also key.

Keep track of your income and expenses.

Use simple accounting software to make this easier.

This not only helps in staying organized come tax time but also gives you a clear picture of your business's financial health.

Quick Start Guide

As you grow, consider outsourcing tasks that take up too much of your time or aren't in your wheelhouse.

This could be anything from accounting to content creation.

Outsourcing allows you to focus on what you do best – helping your clients with their marketing needs.

Quick Start 10-Step Plan:

1. Study the course material.
2. Customize your emails.
3. Prepare any reports or collateral you will provide to prospects.
4. Join affiliate programs, if applicable
5. Purchase, locate, or prospect a list of businesses.
6. Perform email outreach with your free ad money offer (main course)
7. Deliver the free ad report with affiliate links, if applicable
8. Follow up with prospects if they are radio-quiet, every 5 to 7 days
9. Ask for the sale from every prospects
10. Persistence wins the day. Don't stop until they tell you to go away.

Finally, Don't Stop Learning...

The field of digital marketing is always evolving, and staying up-to-date is essential. Invest in your education – attend webinars, take courses, read books and industry blogs.

The more you know, the more value you can offer to your clients.

Take The Next Steps

Starting a side-hustle as a digital marketing consultant can be both exciting and challenging.

By focusing on your niche, building a strong brand and online presence, effectively acquiring and serving clients, and managing your business smartly, you can create a successful and fulfilling consulting practice.

Remember, every big business started small, and with persistence and dedication, you can grow your side hustle into a thriving main venture.

-Luther