



HONDO
ECONOMIC DEVELOPMENT
THIS IS GOD'S COUNTRY

BUILD & GROW: A SMALL
TOWN BUSINESS SERIES
**MARKETING THAT
DRIVES CUSTOMERS**



WHY THIS MATTERS

Marketing in small towns has changed dramatically. Today, it is not enough to rely on word of mouth or a familiar storefront. If people do not see your business, they will not shop with you. Being visible and staying top of mind is essential for attracting new customers and keeping your existing customers coming back. Understanding how to get noticed, connect with your community, and share what makes your business unique can make the difference between staying stagnant and seeing real growth.

Wondering how to grow? Attend one of our in person workshops.



1. THEN VS NOW

THE ERA OF DIRECT MAIL

In the past, marketing for small businesses relied heavily on physical mail. Businesses might send out tens of thousands of postcards, flyers, or coupons to try to reach potential customers. For example, a business could send 40,000 postcards hoping a fraction of recipients would respond. While this approach had some success, it was expensive, time-consuming, and difficult to measure. You never knew exactly how many people saw your message or how many actually took action.

THE SHIFT TO DIGITAL

Today, the landscape has changed. People spend more time online than ever before. Digital marketing offers businesses the ability to reach the right audience with greater precision and at a lower cost. Platforms like social media, email, and even local search tools allow businesses to connect with customers instantly. Unlike direct mail, digital strategies can be measured, optimized, and scaled. Businesses can see exactly what is working and adjust their approach to improve results.

KEY TAKEAWAYS

The shift from direct mail to digital is more than just a change in tools. It represents a shift in mindset. Modern marketing requires businesses to be visible where people spend their time, engage in ongoing conversations with their audience, and adapt quickly to trends. Those who embrace digital marketing are able to reach more people, build stronger relationships, and grow their business faster than ever before.

2. WHAT WORKS TODAY

SOCIAL MEDIA CONSISTENCY

Being present on social media is not enough. Consistency is the key. Posting regularly keeps your business in front of your audience and strengthens brand recognition. Whether it is Facebook, Instagram, or TikTok, businesses that show up consistently build trust with customers and create a community around their brand.

VIDEO CONTENT AND REELS

Video has become the most engaging form of content online. Short-form videos, such as reels or stories, allow businesses to show their personality, highlight products, and tell stories in an engaging way. People are more likely to watch, share, and remember video content than text or images alone. Creating fun, authentic videos can dramatically increase visibility and help small-town businesses stand out.

EMAIL MARKETING

Email remains one of the most effective marketing channels. Businesses with large subscriber lists—like 18,000 people—can reach their audience directly with promotions, updates, and valuable content. Unlike social media, emails land in inboxes that customers check daily. Well-crafted email campaigns nurture relationships, encourage repeat business, and can drive significant revenue when done correctly.

KEY TAKEAWAYS

Marketing today requires a multi-channel approach. Social media, video, and email work best when combined consistently. Businesses that embrace these tools are able to maintain visibility, engage customers, and drive meaningful results in ways that traditional methods simply cannot match.

3. STAYING VISIBLE

FREQUENT POSTING

One post does not equal one customer. Visibility is built over time through frequent, consistent communication. Posting regularly keeps your business top of mind, reinforces your brand, and encourages engagement. A few well-timed posts each week can make a huge difference in how often people think of your business when they need a product or service.

PROMOTIONS AND EVENTS

Special offers, giveaways, and local events are powerful tools for driving attention. Promotions incentivize purchases, while events provide opportunities for direct interaction with the community. Hosting or participating in events—whether in person or online—creates memorable experiences that customers will share, expanding your reach organically.

CONSISTENT COMMUNICATION

Staying visible is not just about posting content; it is about maintaining consistent communication across all touchpoints. Responding to comments and messages, sending newsletters, and updating your website are all part of keeping your business in the public eye. Consistent communication builds trust, encourages loyalty, and ensures customers know your business is active, reliable, and engaged.

KEY TAKEAWAYS

Visibility is an ongoing effort. Small-town businesses that post frequently, host promotions or events, and communicate consistently are more likely to attract new customers and keep existing ones. Staying top of mind is not optional—it is essential for growth in today's competitive landscape.

4. KEY TAKEAWAYS

CONSISTENCY BEATS PERFECTION

Many business owners hesitate to post or create content because they want it to be perfect. The truth is, waiting for perfection often leads to doing nothing at all. Customers value consistency over flawless execution. Regular updates, posts, or emails show your business is active, reliable, and engaged. Even simple, authentic content keeps your audience connected and reminds them that your business is there when they need it.

EMAIL LISTS ARE EXTREMELY VALUABLE

Your email list is one of the most powerful marketing tools you own. Unlike social media, where algorithms determine who sees your content, emails go directly to your customers' inboxes. A well-maintained email list allows you to share promotions, updates, and useful information with people who have already shown interest in your business. Over time, your email list becomes a direct line to loyal customers and a consistent driver of sales.

SOCIAL MEDIA IS NOT OPTIONAL ANYMORE

In today's world, your customers are online, and your business needs to be there too. Social media is no longer an optional marketing tool—it is essential. It provides visibility, credibility, and a platform to engage directly with your community. Regular social media activity allows you to showcase your products, highlight your story, and build relationships that translate into sales and long-term loyalty.

KEY TAKEAWAY SUMMARY

By focusing on consistent action, nurturing your email list, and maintaining an active social media presence, you ensure your business stays visible, relevant, and top of mind for your customers. Small, consistent steps are more effective than waiting for the perfect strategy to appear.

5. ACTION STEPS

COMMIT TO POSTING THREE TIMES PER WEEK

Start by setting a goal to post at least three times per week on your social media channels. Consistency is more important than complexity. Share behind-the-scenes glimpses, highlight products or services, or post simple updates about your business. Over time, regular posting builds awareness and keeps your business visible to both current and potential customers.

START COLLECTING CUSTOMER EMAILS

Begin building or growing your email list. Encourage customers to sign up in-store, online, or during events. Offer incentives like discounts, guides, or freebies to make signing up appealing. Even a modest email list allows you to communicate directly with people who have already expressed interest in your business, making it a highly effective tool for driving sales and engagement.

PLAN ONE PROMOTION OR CAMPAIGN PER MONTH

A regular promotion or marketing campaign keeps your business exciting and encourages customers to take action. Plan one special offer, giveaway, or event each month. Promotions create a sense of urgency and provide opportunities for customers to engage with your brand. Over time, these campaigns become memorable touchpoints that strengthen your connection with the community.

TRY VIDEO CONTENT, EVEN SIMPLE VIDEOS

Video does not have to be complicated. Start small by recording short clips showcasing products, giving a tour of your business, or sharing quick tips. Even simple videos are more engaging than photos or text alone and help your business stand out in crowded feeds. Experiment, track what works, and gradually refine your approach as you become more comfortable with creating video content.

PUTTING IT ALL TOGETHER

By committing to these action steps, you take control of your visibility and marketing in a practical, achievable way. Posting consistently, collecting emails, running monthly promotions, and trying video content are all strategies that small-town businesses can use to grow their presence and reach more customers. Small steps done consistently lead to real results over time.