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Get Your Business Seen in Five Days

A No-Budget Marketing Kickstart for
Small Businesses

This quick-start guide is for early-stage founders, sole traders, creatives and small business owners who want to **boost their visibility without spending a cent.**

Over five days, you'll get your **business online, seen, and ready to grow.**



What You'll Achieve in 5 Days:

- ✓ Be discoverable on Google
- ✓ Launch a professional-looking Instagram grid
- ✓ Start building an email list
- ✓ Share your origin story in a press-friendly way
- ✓ Plan and schedule one week of social posts

Let's dive in!

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Get Found on Google

Set up your free **Google Business Profile** so your business shows up in maps and local searches.

📍 Go to: <https://www.google.com/business>



Try this Bio Template:

'[Business Name] helps [target audience] with [product or service]. Based in [Location], we're passionate about [your value or unique selling point].'

Example: 'Tidy Paws is a mobile dog grooming service helping busy pet owners in Hamilton. We love keeping your furry friends fresh, happy and healthy.'



Tip: Ask 3 happy customers for a Google review today!





Launch Your Instagram Like a Pro

No website? No worries. Instagram is often the first place people check - so make it count!



Start here:

- Set up your profile photo, bio, and contact button
- Add 1–2 Instagram Highlights (e.g. 'About', 'FAQs')
- Write a 'Welcome' post that introduces you and your offer



Create 6 launch posts using this mix:

- Workspace or product photo
- Behind-the-scenes image
- Your story or face-to-camera intro
- Customer testimonial or review
- A tip or FAQ
- Reminder of how to book or buy



Tip: Use ChatGPT to help you write your first "Welcome" post or caption ideas. Try prompting it with:

"Write an Instagram post introducing my small business [type] based in [location] that sells [product/service] and helps [target audience]. Keep it friendly and under 100 words."





Collect Emails with Zero Tech Stress



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Email marketing delivers one of the **highest returns on investment** of any marketing channel - up to \$36 for every \$1 spent. It lets you speak directly to your audience without relying on social media algorithms or paid ads.



Start simple with free tools like:

- **Klaviyo** <https://klaviyo.com>
- **Mailchimp** <https://mailchimp.com>



Offer an incentive:

'Sign up to receive a free cheatsheet' or
'Join the waitlist and get 10% off your first order'.



Action:

Add a form link to your bio or a pinned Instagram post.





Share Your Origin Story Like a PR Pro

People don't buy products - they buy stories. Share why you started, what you care about, and who you help.



Need a hand getting started?

You can use [ChatGPT](#) to turn your notes into a natural, shareable story.

Try this prompt:

"Write a short founder story for my small business. I started [type of business] in [location] because [reason]. We help [target audience] with [product or service]. Make it warm, personal, and inspiring - something I could use on my website or in a PR pitch."



Optional:

Send it to a local media outlet using this pitch template:

"Hi [Name], I loved your recent article on [topic]. I'm launching [your business/product] in [location] to help [audience] with [problem]. [Insert your origin story]. Would you be open to a short chat or quote?"



Bonus:

Post your story to your website About page, to your Instagram Highlights or as a pinned post.





Plan 1 Week of Posts in an Hour



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Consistency builds trust – but it shouldn't take over your week!

Set up a simple marketing system to stay visible without having to put in effort daily. You don't have to post every day, but be consistent about when you do.

Tip 1: Batch your content weekly in 1 hour using Canva + ChatGPT + the ideas below.



Post ideas:

- Behind-the-scenes
- Tip or tutorial
- Product spotlight
- Your story or values
- Customer review
- Promo or discount
- Call to action or booking reminder

Tip 2: Use drag-and-drop planners and schedulers like [Plann](#) or [Buffer](#).





You've completed your 5-day
visibility kickstart!

Ready to Go Further?

Want more hot tips, templates and step-by-step help?

Access the full **FREE Beginner Marketing Toolkit** resource!

It's free, practical, and built for small Kiwi businesses just like yours.



And check out our **Business Fundamentals workshops**, a series of short, engaging online courses:

- ✓ Your Business Vision & Goals
- ✓ Market Validation and Customer Fit
- ✓ Crafting Your Brand & Competitive Edge
- ✓ Money Matters
- ✓ Marketing & Sales
- ✓ Legal, Compliance & Future Planning



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