



# Small biz *glow-up* guide

## Marketing campaign quickstarter



# Your small biz marketing *glow-up* starts here.

Fuel your growth with proven marketing strategies.

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Whether you're starting fresh or giving your existing campaigns a makeover, this guide will help you build campaigns that will stand out all year long.

Inside, you'll find best practices, tips, and ideas for every part of your marketing. We'll show you how to leverage your website, social media, email, events, and more so you can deliver an engaging marketing strategy that keeps your customers coming back.

Read it from start to finish or skip straight to what matters most to you. Wherever you are in your marketing journey, these glow-up strategies will help your brand shine bright.

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**When it comes to creating a *successful marketing campaign*, proper planning can be what you need to transform a good campaign into a great one.**

We've compiled a list of notable dates and seasonal holidays to help you get started.

## Summer

### December

- Christmas Eve
- Christmas Day (Public Holiday)
- Boxing Day (Public Holiday)

### January

- New Year's Day (Public Holiday)
- Day After New Year's Day (NZ Public Holiday)
- Australia Day (Public Holiday)

### February

- Waitangi Day (NZ Public Holiday)
- Valentine's Day
- Ramadan
- Lunar New Year

## Autumn

### March

- Clean Up Australia Day
- Labour Day (WA Public Holiday)
- International Women's Day
- Labour Day (VIC, TAS Public Holiday)
- St. Patrick's Day
- Pancake Day

### April

- April Fool's Day
- Good Friday (Public Holiday)
- Easter Sunday
- Easter Monday (Public Holiday)
- Earth Day
- Anzac Day (Public Holiday)

### May

- May Day (NT Public Holiday)
- Labour Day (QLD Public Holiday)
- Mother's Day
- National Sorry Day (AUS)
- Queensland Small Business Month

## Winter

### June

- King's Birthday
- World Environment Day
- Matariki (NZ Public Holiday)
- Donut Day
- Pride Month

### July

- International Day of Friendship
- Icecream Day
- NAIDOC Week

### August

- Book Lovers Day
- Senior Citizens Day
- Small Business Festival (VIC Public Holiday)

## Spring

### September

- Father's Day
- R U OK? Day
- International Day of Peace

### October

- Labour Day (ACT, NSW, SA Public Holiday)
- World Mental Health Day
- Diwali/Deepavali
- Labour Day (NZ Public Holiday)
- Halloween
- Taco Day
- NSW Small Business Month

### November

- Melbourne Cup Day (VIC Public Holiday)
- Remembrance Day
- Black Friday
- Small Business Saturday

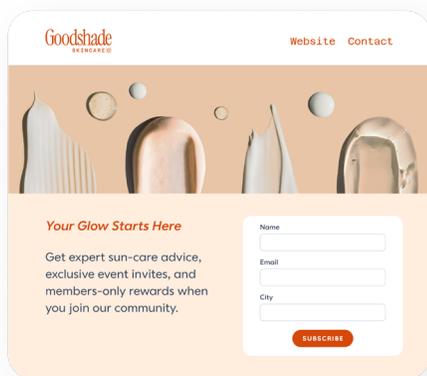
# Creating *Effective* Landing Pages

Whether it's a contest, new product, or event, don't leave your customers in the dark. Guide them exactly where you want them to go with well-thoughtout landing pages.

Here the most common types of landing pages to spark engagement and grow your contact list:

## Event Registration

Get visitors to register for an upcoming event, like a webinar or in-store event.

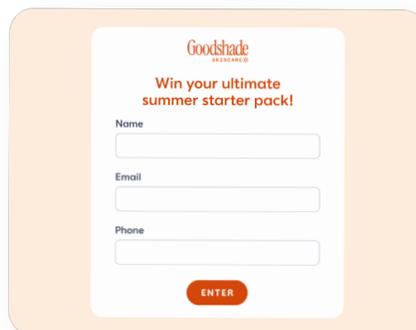


## Sign-Up Form

Encourage visitors to stay connected by inviting them to subscribe to your email list or newsletter.

## Contest Entrance

Attract and create buzz around your promotions by offering a chance to win prizes in exchange for contact information.



## Website Tip

Avoid a lackluster web presence by following this simple checklist:

- Update your hours of operation
- Add event information:
  - On-site events
  - Trade shows
  - Community events
  - Virtual events
  - Fundraising drives
- Feature limited-time items, like seasonal menus or products
- Promote discounts and offers prominently
- Highlight images of your store or product from past seasons

Note: Landing pages work well when they give visitors a clear reason to stick around or act. Simple, mobile-friendly [surveys](#) or 'lead magnets' (linked from your social media profile) are also an easy way help spark engagement and entice people to sign up for your mailing list.

# Elements of a *good* landing page

Here are the essential building blocks to give your landing pages that extra glow so they stand out and get results.

## High-quality hero image or video:

A visually appealing hero image or video can help quickly grab your visitors' attention and convey your message quickly and effectively.

## Social proof:

Trust-building content, like customer reviews, social media mentions, news features, or testimonials build trust and credibility with your visitors.

## Strong call to action (CTA):

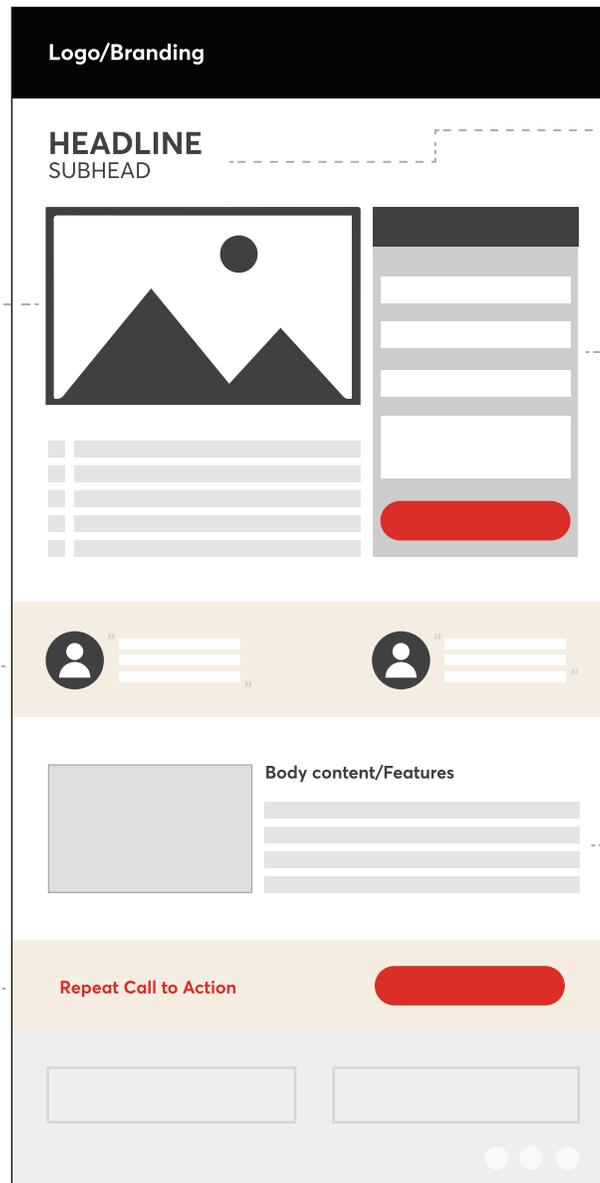
The CTA is the action you want your visitors to take, such as filling out a form, making a donation, or completing a purchase. Make sure your CTA stands out and clearly communicates what you want your visitors to do. If you don't tell them what you want them to do, they won't know.

## Mobile-responsive design:

More people than ever are accessing the internet on their mobile devices, so make sure your landing page looks great and functions on all devices.

## Visually appealing design:

A clean, inviting design that stays true to your brand keeps visitors engaged, makes your offer more appealing, and increases brand awareness.



## Clear and compelling headline and subhead:

Your headline and subhead are what visitors see first, so they need to grab their attention and clearly communicate what your offer is and why it's valuable to your audience.

## Optimised lead capture form:

If you're asking your visitors to fill out a form, make sure it's as easy and straightforward as possible. Only ask for the information you really need.

## Relevant and concise content:

Keep your content focused on the benefits of your offer or nonprofit and make sure it's easy to read and understand.

# Engage With Social

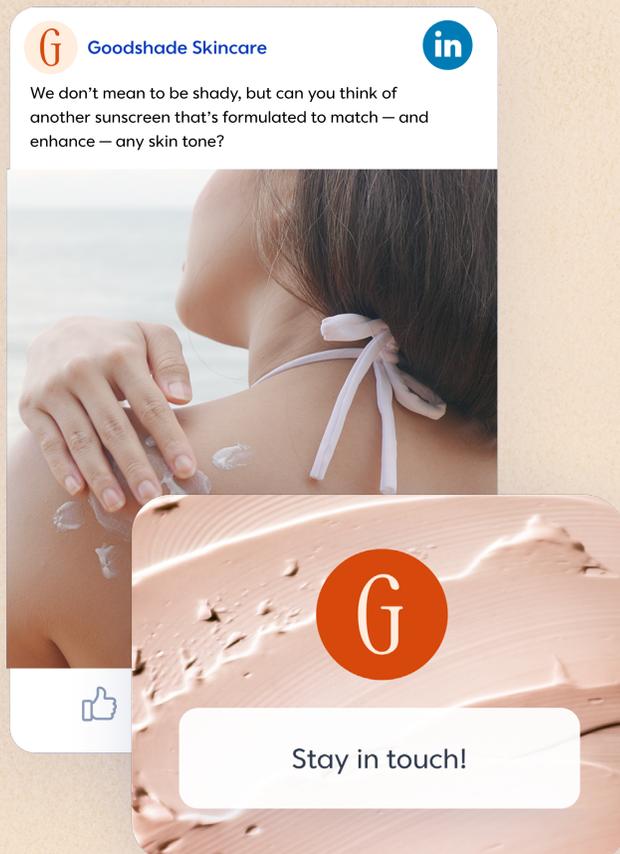
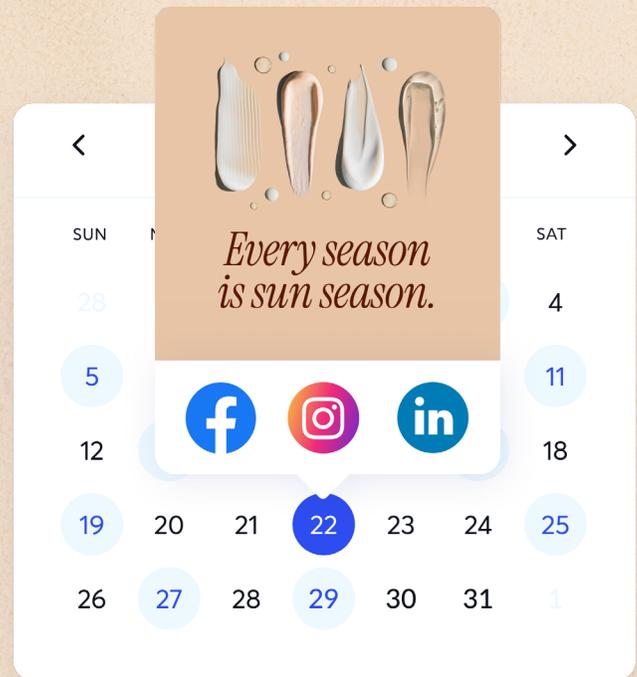
Social media plays a major role in reaching a larger audience. By producing various kinds of social content, you can reach more people and easily achieve your business goals. Incorporating each content type into your social feed allows you to maintain an engaged audience throughout the year. Below are some ideas to help you get started.

## Drive Awareness

Increases familiarity with your business, product, or service and can increase your social following.

### Goal: Educate and boost public awareness

- Q&A interviews
- Questions
- Fill-in-the-blanks
- Behind-the-scenes photos/videos
- Tips and tricks
- Content promotion (blogs, etc.)
- News/trending topics
- Company info
- Giveaways
- Contests
  - Enter-to-win
  - Share-to-win

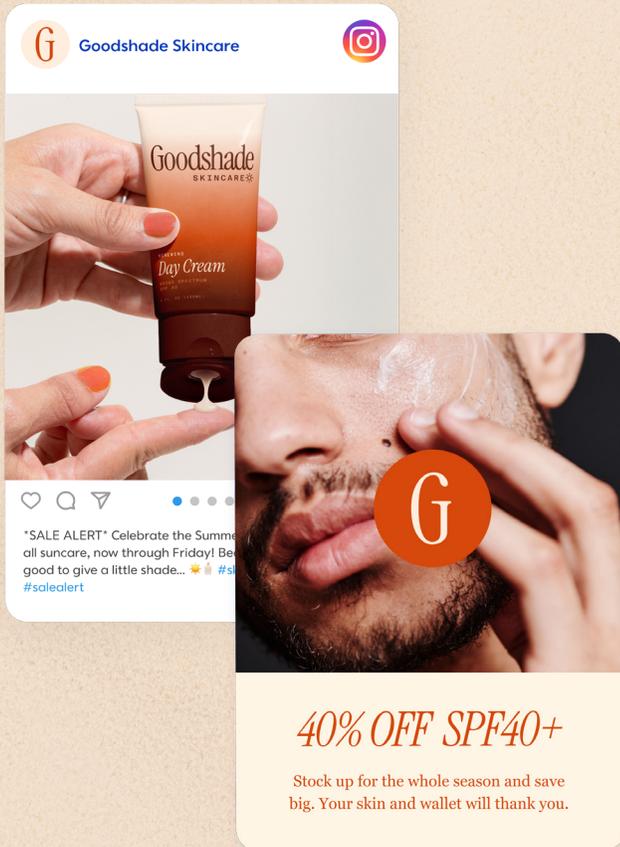


## Grow Contacts

Invite customers/prospects to connect with you via email through sign-up forms or other lead-generation pieces.

### Goal: Educate and boost public awareness

- Contests
- Enter-to-Win
- Downloadable content
- Email opt-in
- Event RSVPs



## Promote Product/Service

Alerts customers and prospects to a product launch, service expansion, brand initiative, or promotion.

**Goal: Increase revenue or acquire new customers**

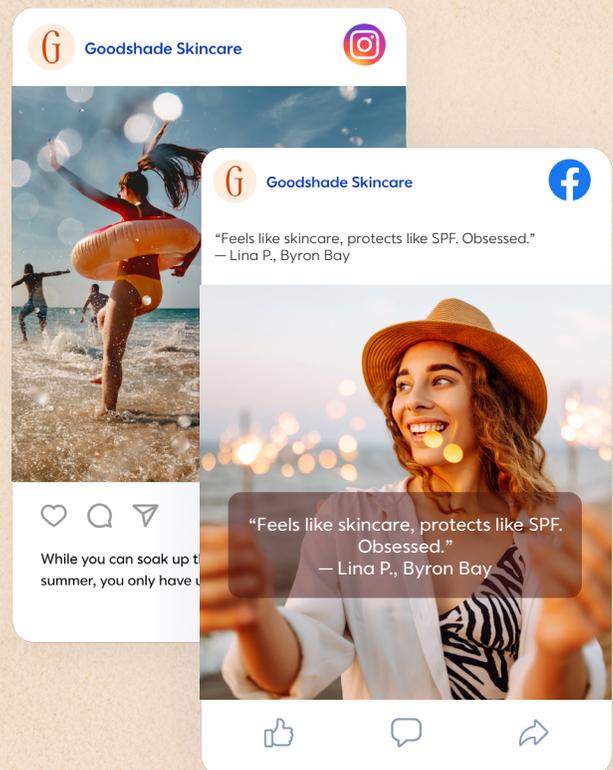
- Ads
- Promotions and sales
- Product features (images/video)
- Customer testimonials
- Product teasers/previews
- Tutorials
- Fundraising kickoffs

## Customer Advocacy

The digital version of word-of-mouth advertising.

**Goal: Educate and boost public awareness**

- Customer stories/quotes
- Polls/voting
- User-generated content
- Product reviews



# Social Platform *Size Guide*

Use the information below to present your content in the best way possible on various social platforms.

					
<b>Profile Photo</b>	170 x 170 pixels (minimum)	320 x 320 pixels	200 x 200 pixels	400 x 400 pixels	<b>Personal:</b> 400 x 400 pixels <b>Company:</b> 300x 300
<b>Cover Photo</b>	<b>Pages:</b> 851 x 315 pixels <b>Groups:</b> 1640 x 856 pixels <b>Event:</b> 1640 x 856 pixels	N/A	N/A	1500 x 1500 pixels	<b>Personal:</b> 1584 x 396 <b>Company:</b> 1128 x 191 pixels
<b>Image size</b>	<b>Landscape:</b> 1200 x 630 pixels <b>Portrait:</b> 630 x 1200 pixels <b>Square:</b> 1200 x 1200 pixels	<b>Thumbnail/Cover image:</b> 1080 x 1920 pixels	<b>Landscape:</b> 1920 x 1080 pixels <b>Portrait:</b> 1080 x 1920 pixels <b>Square:</b> 1080 x 1080 pixels	<b>Landscape:</b> 1200 x 720 pixels <b>Portrait:</b> 720 x 1280 pixels <b>Square:</b> 720 x 720 pixels	<b>Landscape:</b> 1200 x 627 pixels <b>Portrait:</b> 1080 x 1350 pixels <b>Square:</b> 1200 x 1200 pixels
<b>Stories/Reels</b>	1080 x 1920 pixels or an aspect ratio of 9:16 <b>Video length:</b> up to 3 min	N/A	1080 x 1920 pixels or an aspect ratio of 9:16 <b>Video length:</b> up to 3 min	N/A	N/A
<b>Video</b>	<b>Square:</b> 1080 x 1080 pixels <b>Landscape:</b> 1920 x 1080 pixels or an aspect ratio of 16:9 to 9:16	1080 x 1920 pixels or an aspect ratio of 9:16 <b>Video length:</b> up to 3 min	1080 x 1350 pixels or an aspect ratio of 4:5	<b>Square:</b> 720 x 720 pixels <b>Landscape:</b> 1280 x 720 pixels <b>Portrait:</b> 720 x 1280 or an aspect ratio of 16:9 or 1:1	<b>Portrait:</b> 360 x 450 pixels (min) <b>Landscape:</b> 640 x 360 pixels (min) <b>Square:</b> 360 x 360 pixels (min)

\*Additional platforms on next page

# Social Platform *Size Guide*

Use the information below to present your content in the best way possible on various social platforms.



**Profile images:**

165 x 165 pixels

**Board cover photos:**

222 x 150 pixels

**Pins:**

1000 x 1500 pixels with a recommended aspect ratio of 2:3

Other available ratios: 9:16, 3:4, 4:5, and 1:1

**Pin cover image size:**

800 x 450 pixels or 16:9 ratio

**Collection Pins:**

1000 x 1000 pixels or 1000 x 1500 pixels

**Pinterest board display image size:**

600 x 600 pixels

**Video:**

Square (1:1 ratio) or vertical (2:3, 9:16 ratio)



**Profile Photo:**

880 x 800 pixels

**Channel Banner Image:**

2560 x 1440 pixels

**Video Thumbnail:**

1280 x 720 pixels or 16:9 aspect ratio

**Podcast Thumbnail:**

1280 x 1280 pixels

**Shorts Thumbnail:**

1080 x 1920 pixels or 9:16 aspect ratio

**Video resolution:**

480p to 4K, with 1080p and 4K most common for high quality.

**Shorts video length:**

up to 3 min long



**Profile Photo:** 400 x 400

pixels

**Banner image:**

3000 x 1000 pixels

**Post image:**

1000 pixels on the longest side

**Video Thumbnail:**

1140 x 1920



**Profile Photo:** 640 x 640

pixels

**Video Thumbnail:**

1140 x 1920 pixels

**Image post:**

1140 x 1920 pixels

Video: 1080 x 1920 pixels

or a 9:16 aspect ratio

# How Often Should You *Post* on Social?

Social media is a great way to share important news and updates, but how often should you post? Here are some posting guidelines to help you consistently show up for your audience and keep the algorithm happy.



**Facebook**

Three to seven times a week



**TikTok**

Once per day



**Instagram**

**Feed:** No more than one time per day  
(treat Reels as part of your feed)

**Stories:** Three to 10 stories per day



**X** (formerly Twitter)

One to three posts per day



**LinkedIn**

Three to five posts a week



**Threads**

Three to five posts a week



**Bluesky**

Three to five posts a week



**YouTube**

Two to three videos per week



**Pinterest**

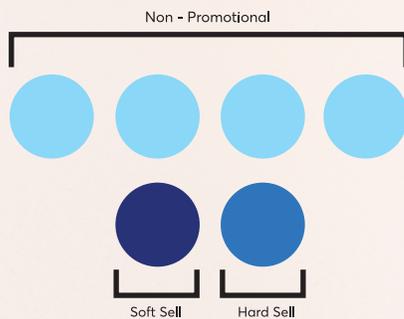
One to five posts per day

## *Note*

While these posting suggestions are considered best practice, consistency matters way more than hitting specific numbers. If once a week is what you can manage regularly, that's far better than posting more often but falling off track later. Irregular posting can hurt your visibility as most algorithms favor steady activity. It's smarter to build a rhythm you can maintain than burn out trying to do too much.

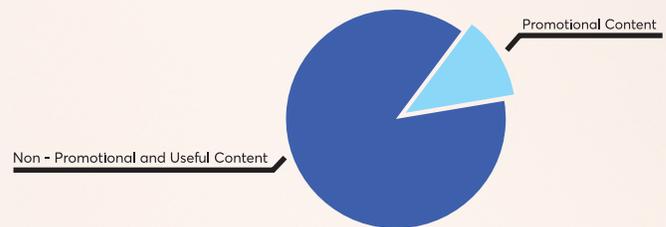
# Content Mix Guidelines

Selecting the right content mix ratio can help you increase engagement and learn what post types resonate with your audience. Here are various content mix guidelines used by social media experts to get you started. Choose one to experiment with and use whatever works best for your business.



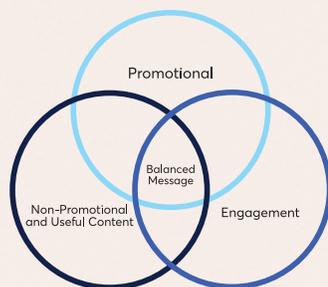
## 4-1-1 approach

For every six postings you publish, four should be non-promotional content, one should be a soft sell (think event invite), and one a hard sell (buy now).



## 80/20 rule

Out of all the posts you publish, 80% of posts should contain non-promotional and useful content and 20% should contain promotional content.



## The rule of thirds

Not to be confused with photography composition rules, the rule of third says 1/3 of your posts should be promotional, 1/3 should be non-promotional and useful, and 1/3 should engage with your audience.



## 5-3-2 approach

For every ten posts you publish, five should be posts from other relevant sources, three should be content you've created (promotional or otherwise), and two should engage your audience and humanise your brand.

# Email Marketing *Ideas*

Draw your subscribers' attention to your promotions, gift ideas, event invites, and more. Need a spark of inspiration? Here are a few email marketing ideas to get you started.

## Drive Awareness

- Gift guides
- Tips & tricks
- Hours updates
- Gift ideas
- Last-minute reminders
- Newsletters
- Monthly updates
- Event invites
- Share a relevant story
- Shipping deadlines
- Back to school
- Shop local this summer
- Summer giveaways

## Promote Product/Service

- Holiday preview sale
- Cyber Monday or Black Friday offers
- Small Business Saturday offers
- Free shipping offer
- Early bird pricing sales
- Holiday gift packages
- Gift certificates
- Gift card
- Buy one, get one free

## Relationship Building

- Last-minute reminders
- Personalised gift ideas
- Holiday preview sale
- Customer appreciation
- Thank you

## Stand out of the crowd with emails that *shine*

Ask yourself these three questions to create scroll-stopping emails that actually get opened, clicked, and remembered.

**1**

What are you trying to accomplish? — **Headline**

**2**

Why should the reader care? — **Message body**

**3**

How can the reader get involved and what action do they need to take? — **Call to action**

# Subject Line *Ideas*

Creating subject lines are key to great email engagement. After all, before someone reads your email, they'll need to open it. Here is some subject line inspiration to help you stand out.

## Promotional

- It's now or never! Save [%off] at [your business]
- Shop our hottest products now
- New service offers available online
- Get your [birthday, mother's day, etc.] shopping done with these amazing offers
- Limited time only: Get [% off] your order
- Exclusive offers just for [Name]
- Unmatched selection of gifts for [mum/dad, etc.]
- Find the perfect gift for [mum/dad, etc.]
- Reserve your spot for [name of your event].
- A weekend of shopping is in store
- Stress-free shopping is possible at [your business]
- [Name], get a jump start on your shopping
- Finding the perfect gift has never been easier

## Non-Promotional

- Need last-minute gift ideas?
- Our top [Number] [beauty, birthday, toddler] picks
- [Topic] tips and tricks
- It's gift o'clock. Check out these ideas.
- Have you seen our [Event/Holiday] gift ideas?
- Learn how to [do something]
- Time-saving tips from [your business]
- We're open late! New [season] hours
- On a budget? Check out these gift ideas
- Gift Inspiration for [Name]
- [Name], Thanks for being a loyal customer
- [Name], thank you for making a difference

## *Tips to create stand-out subject lines*

- **Use personalisation when it makes sense**  
Personalisation can help create a stronger connection with your customers and help increase open rates when used properly. Personalise by name, location, etc.
- **Stay short and sweet** Subject line: Around 40 characters, including spaces and emojis. Preheader text: Five to eight words.
- **Avoid anything spammy** Avoid spam triggers like grammatical errors, misspelled words, and overuse of capitalisation. Use emojis sparingly and strategically to enhance your message.
- **Subject line and preheader text should work together**  
The subject line gives readers a reason to open your email and the preheader provides context.
- **Ask a question**  
Questions can pique your readers' interest.
- **Include a deadline**  
Create a sense of urgency by showing your message is timely.
- **A/B Test**  
Test different subject lines to discover what subject lines work best for your audience.

# How to *Design* an Email for Conversions + Personalisation

Looking to create an impactful email? Here are tips to help you write and design an email that's eye-catching, easy to read, and informative.

## 1. From-Name (Sender)

Use a recognisable from-name as the sender. Your audience gets used to the sender, so make sure you stick with your choice.

## 2. Subject Line

Make your subject line enticing and relevant. Keep it 4-7 words or around 40 characters.

## 3. Preheader

Write a preheader as an extension of the subject line that provides more context. Keep it short and sweet.

## 4. Header

Include your brand elements in your header to attract readers.

## 5. Branding

Add your logo and use your brand colours. Remember to keep it simple and stick to four colours or less.

## 6. Personalisation

Build connections with subscribers by personalising content. You can gather information such as birthdays and preferences in sign-up forms.

## 7. Call to Action (CTA)

Focus the main body content of your email on your key message or CTA. Keep the copy clear and concise.

## 8. Images

Use relevant, appealing imagery throughout your email, including photos and graphic elements.

## 9. Sections

Organise your content into consistent sections with clear headings.

## 10. Footer

Include social icons with links to your social media pages, an unsubscribe link, and a mailing address.

### Tips

- Write copy quickly and easily with [Content Generator](#).
- Upload your brand elements to Constant Contact automatically using [BrandKit](#).
- Optimise for mobile with responsive email [templates](#).

1 From: **All or Muffin Bakery** <hello@all-or-muffin.net>  
Reply: hello@all-or-muffin.net

2 Subject: **Gabriella, making homemade bread is easier than you think!** 6  
Preheader: **Weekly featured desserts and baking tips** 3

 5  
ALL OR MUFFIN  
BREADS AND BAKED GOODS



9

4 **Breadmaking Tips for Beginners**  
If you're new to breadmaking, we know it can be a little intimidating. Lucky for you, we're here to help. Here are some tips that will have you baking fresh bread in no time!

[Read the Blog](#)

**Upcoming Class: Make Your Own Chocolate Babka** 7  
  
Want to learn how to bake like the experts? Join us as we walk through the steps of making chocolate babka from scratch. You'll learn how to mix the dough, form it into a braid, and bake it to perfection. Best of all, by the end of the class, you'll be able to take home your very own loaf!

[RESERVE YOUR SPOT!](#)

8 **Fresh From the Bakery**

**Cupcake of the Week**  
Calling all chocolate lovers! Our Sinful chocolate cupcake is the flavor of the week. Chocolate cake filled with a chocolate ganache topped with chocolate buttercream. It's sure to fill that chocolate craving!

[Buy Now](#)

**Assorted Cookies**  
Give the gifts of treats with our assorted cookie tray. Comes with dozens of delicious cookies, including spritz, shortbreads, jelly, and more. Available by the dozen.

[Buy Now](#)

**Tiramisu**  
Our tiramisu is the perfect dessert to bring to your next gathering. Freshly made ladyfingers soaked in espresso layered between creamy mascarpone, whipped cream, and cocoa. It's sure to be a crowd-pleaser!

[Buy Now](#)

9 **HAPPY BIRTHDAY!**  
Receive 20% off your purchase as our gift to you.  
Use coupon code **MARCHBIRTHDAY** at checkout to save!

[Buy Now](#)

10 **20% OFF**  
your entire purchase

  
Our Company | Contact Us | FAQs | Privacy Policy

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# How to Get the *Most* Out of Your Event

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Of course you want your supporters to learn, network, and have a great time at your events — but don't forget to let your business shine, too.

Here's how to brighten each stage of your event process so you get the most out of every moment, from planning to follow-up.

## Before:

- Create or segment your contact list for invitees
- Add RSVPs to a segmented mailing list
- Set up your event registration and landing page
- Create email and/or text series: "Don't forget to register!" or "See you at the event!"
- Share the event details and registration page on social and encourage sharing (if the event is open to all)
- Launch an event ticket giveaway on social (if applicable)

## During:

- If the event is open to the public:
  - Post sign-up sheets to allow people to opt in to your contact list
  - Include QR codes on signage for contact list opt-in
  - Share text-to-join instructions for your opt-in
- Encourage attendees to take and share photos of the event on social media
- Take photos of the event for sharing on social and website
- Check in attendees for a targeted list of day-of attendees

## After:

- Send attendees a text and/or email thanking them for attending and soliciting feedback
- Send RSVPs who did not attend a "We missed you!" event recap
- Post photos and recaps to social media
- Repost attendee content about the event
- Include photos and information from the event in upcoming newsletters
- Evaluate metrics to measure success
  - Event attendance
  - Email, social, and text engagement
  - Product sales
  - Donations
  - Email list signups
- Take note of successes and feedback for future events

# Control the *Chaos*

Let integrations simplify your marketing

Integrating your marketing tools can centralise the information you need to effectively manage your campaigns with less effort.

Here are some integrations you can use in conjunction with your email and social media marketing efforts to make sure you hit your goals this year.

## Video/Image Creation

Create engaging communications and ensure easy access to all your existing designs and videos from one, centralised location.

- Vimeo
- Canva

## Customer List Growth

Use your offerings to easily capture leads and grow your customer list fast.

- Google Ads
- WordPress sign-up forms
- Gmail

## eCommerce

Take advantage of gift-giving and boost online sales seamlessly by automatically syncing your customer data with your email list.

- Stripe
- Squarespace
- Wix
- Shopify
- eBay
- WooCommerce
- Nift gift cards
- ShipStation
- Xero

## Social Media

Easily create, optimise, schedule, and launch all your social posts all at once, plus quickly see how each are performing in one place.

- Facebook
- Instagram
- LinkedIn
- TikTok

## Nonprofit

Manage and target your email marketing campaigns more effectively by synchronising donor data, specifically contact information.

- Blackbaud
- DonorPerfect
- Qgiv

With over 8,000 integrations available in Constant Contact, the possibilities are endless.

# Tying All Your Channels *Together*

Throughout this guide, you've uncovered all the layers of your marketing glow-up, but what does it look like when it all comes together? Each of the efforts outlined in this guide can shine on their own, but when you combine them, they glow even brighter.

Here are a few ways you can use other marketing channels to support your email marketing campaigns and vice versa.



**1.**

## **Website**

Integrate your email marketing efforts by featuring newsletter sign-up forms or pop-ups on key pages of your website. This provides visitors with the opportunity to subscribe to your email list and stay updated on your business.

**2.**

## **Landing pages**

Create dedicated landing pages for specific email marketing campaigns or promotions. By sending email recipients to your targeted landing pages, you can provide customers with a personalised experience that drives action.

**3.**

## **Events**

Promote upcoming events through email marketing campaigns to drive registrations and attendance. Collect email addresses from event attendees to grow your subscriber list and nurture relationships beyond your event.

**4.**

## **In person**

Use QR codes or text-to-join to collect email addresses at checkout or via in-store signage. Then, follow up with personalised email communication to keep customers engaged and connected.

**5.**

## **Online ads**

Use targeted ads to attract new customers, reach specific audience segments, and drive traffic to your landing pages or email sign-up forms.

**6.**

## **Social media**

Use social media to increase your reach and engagement. You can also promote your social media channels in your email campaigns to foster community engagement and drive traffic to your social accounts.

# Map Out Your Campaign Journey

See how a full marketing campaign might look to your audience, from start to finish.

## Social Media

A customer engages with a giveaway on Instagram and clicks through to your landing page.

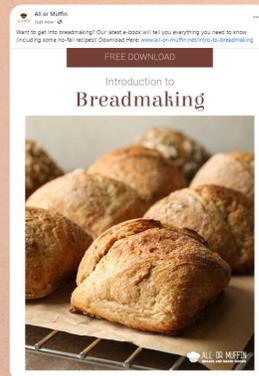


## Lead Magnet

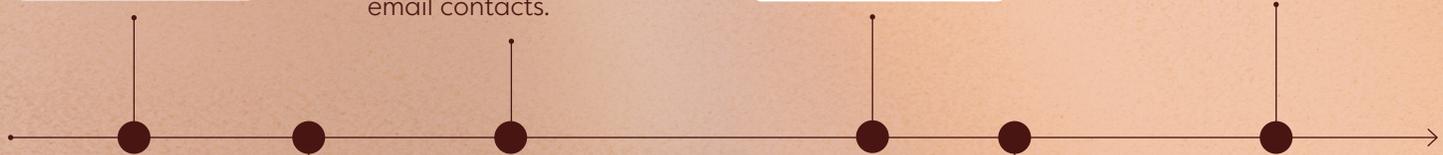
Remember: You don't own your followers. Create a fun lead magnet poll or mini survey to 'bridge the gap' between marketing channels and turn social followers into marketable email contacts.

## Email

Now that they are on your list, they will receive an email about your next event.



From here, the campaign cycle can start over again. For instance, with a social post featuring photos from your event and a link to a sign-up form where people can learn about your other upcoming events!



## Landing Pages

They enter to win the giveaway by signing up for your contact list and sharing some personal information, such as their birthday.

## Events

At your event, the customer sees a sign with a QR code to sign up for exclusive text offers and updates.





# Give your small biz marketing a *glow-up* that lasts

Great marketing isn't about one big push — it's about showing up in the right places, consistently. Every email, post, text, or event adds another layer, helping you build stronger connections over time. When customers engage with your marketing, they're telling you what resonates. Pay attention to those signals, refine your approach, and keep improving how you reach and grow your audience.