

PARADIGM'S HINTS & TIPS FAQS FROM OUR MARKETING MONTH

THANKS TO ALL OUR MEMBERS WHO HAVE RESPONDED TO OUR BLOGS, GUIDES AND HINTS & TIPS SO FAR, HERE ARE SOME OF THE COMMON QUESTIONS AND COMMENTS WE'VE RECEIVED – WITH OUR ANSWERS



How can I create social graphics easily?

There are tonnes of sites that you can create social graphics on for free! We would really recommend using Canva as it's user-friendly and easy to use! There are lots of templates that you can easily customise and edit to be suitable for you. For example, adding your logo or brand colours.



I don't have time to do any marketing!

Whilst this isn't a question, this is something we hear a lot, and we get it... it's one of the easier things to "save until later", but research from Sky News suggests 60% of people now look to social media for financial advice or guidance. Even allocating an hour a week to focus on your new marketing activities could have big results!



No, but I really don't have time to do marketing!

We know it can be really overwhelming to begin marketing your business, we really do recommend building a bank of content even 1 month in advance and not starting your plan/strategy until you have this in place! It means you will be proactive instead of reactive and won't feel pressure to get the next bit of marketing out!



I want to do email marketing, but I don't even know where to start. Can you advise?

Step 1 is to decide on an email marketing platform! We use MailChimp who offer free packages for getting started. Step 2 is creating GDPR-compliance sign up forms to share with your customers and start building your database. Step 3 is to create some templates that you can easily input your content into!



What do I do if I try this and it doesn't work?

A new marketing activity, strategy, target market etc. is a great way to experiment and try things that work for you. Just because something doesn't work first time doesn't mean it's a waste of time, a slight tweak of your plan could be all that is needed. On emails, you can try changing your subject line, the sender name or using more or less images, to generate more engagement.



How do I know if my content is compliant?

We can help! Get in touch to see how Paradigm Consulting can provide bespoke compliance and consultancy packages. We also have a whole area within our compliance manual around financial promotions and ensuring you're in line with the FCA's guidelines!

Want to find out more? Contact us!

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