

Mayventa

Your First Marketing Setup

Know what marketing your
business needs — and how to set it up.

DIGITAL WORKBOOK FOR
SMALL BUSINESS OWNERS



Find what you need.

Decide whether you need it. Understand the options. Then follow the practical setup steps.

Choose only what fits your business; you do not need to use every marketing platform.

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YOUR LEARNING ROUTE

Website → Google and social → Email → Enquiries → Choose your priorities → 30-day plan

FOUNDATION / PLAN BEFORE BUYING

Do you need a website right now?

Choose a customer outcome first, not a favourite platform. The answer may be a simple page, a store or a conscious decision to wait.

SERVICE OR PROFESSIONAL BUSINESS

A clear page can explain services, location/coverage, evidence, price or quote process and one working inquiry or booking action.

PRODUCT BUSINESS

If you need to sell online, compare an ecommerce platform or marketplace. Check product details, secure payment, returns, shipping and real order notifications.

APPOINTMENT-BASED BUSINESS

Explain services, availability, preparation and cancellations. Add a booking system only when it solves a real customer or administration problem.

EARLY-STAGE OR VERY LIMITED BUDGET

You may validate demand using an appropriate profile, marketplace, referral route or one landing page first. Do not confuse delaying a large website with having no trustworthy way to contact or buy.

MAKE ONE CLEAR DECISION

The single action a visitor must be able to take

My decision: site now, small page, store or review later

FOUNDATION / ONE USEFUL PAGE

Build a page that helps buyers decide

These are the essential marketing elements and a manageable build sequence. Start with a template - not a complicated custom design.

1

Write a specific headline

Say what you offer and who it is for. Example: "End-of-lease cleaning for tenants in Cairns." Avoid vague slogans.

2

Explain the offer and fit

Include services/products, coverage, scope, timing and how prices or quotes work. State exclusions that buyers need to know.

3

Provide genuine proof

Show work, qualifications, process details or authentic reviews where available. Never invent testimonials, claims or results.

4

Answer decision-blocking questions

Cover common concerns about suitability, cost, process, cancellation, delivery or what the customer needs to prepare.

5

Add one visible next action

Use a working "Request a quote", "Book", "Call" or "Shop" button. Tell the customer what happens next and how quickly you normally reply.

6

Build, publish and test

Choose a readable mobile-friendly template, enter the above sections, connect your domain if needed, and test as someone who has never visited before.

Keep it simple: The next page shows a complete example, followed by a fill-in template and a separate publication test. Do not buy extra pages or tools before a real customer needs them.

OPTIONAL CHANNEL / LOCAL & COMMUNITY

Facebook: buyers, not just followers

A Facebook Page represents your business; your personal profile is for you as a person.

Who you may reach

Facebook reaches adults across a wide range of ages. For US adults, Pew 2025 finds particularly widespread use among ages 30–49 (80%), but strong use in older groups too. This is US survey evidence, not an Australian age estimate.

Good business fit

Local services, community-led businesses, events, parents/families, customer service and businesses customers regularly recommend to neighbours.

What to do first

Create a business Page, enter accurate details, add a working call/book button, publish 2–4 genuinely useful posts, and check the Page as a visitor. Use Meta Business Suite where appropriate.

Be careful with groups

Read every group's posting rules and avoid unsolicited offers or mass messaging. Useful answers and permitted recommendations usually beat repeated sales posts.

How to judge fit

Look for enquiries, website visits, bookings or calls that can be attributed to your Page or allowed group activity. If you see none after a reasonable trial, reconsider the investment.

Further learning: [Mayventa Academy courses](#) >

Your decision, in one place

This page is where you stop collecting ideas and commit to a realistic setup.

NOW / maximum two priorities

Priority 1 and why it matters to customers

Priority 2 and why it matters to customers

LATER / review when evidence changes

One or two channels to explore later

NOT NOW / permission to ignore

Tools or subscriptions I will deliberately avoid

A QUICK PURCHASE TEST

Before buying software: What customer problem will it solve? What free or cheaper workaround exists? How will you know it helps? If you cannot answer, delay buying.