Kelsey Copywriter

Content Marketing

STARTUP & SMALL BUSINESS CORE CHEATSHEET



Online Storefront

Domain Name	Domain name	$12/year
Carrd.co Pro	Simple, beautiful website	$19/year
Google Business Profile	For visibility in Google / credibility	$0

Social Media

Facebook / LinkedIn	Social Proof, for B2C and B2B respectfully.	$0
Buffer	Free scheduling for 3 or fewer platforms.	$0
Canva Pro	Build easy and attractive graphics and documents.	$10/month

Outreach

Local Facebook Groups	Reach out to communities without ads.	$0
PR / Local Journalist	Let the public know when you're open, have a new product, etc.	$0-$120/ piece