

BUSINESS

TIPS

FOR COACHES

WHERE TO
POSITION
YOUR BUSINESS ONLINE

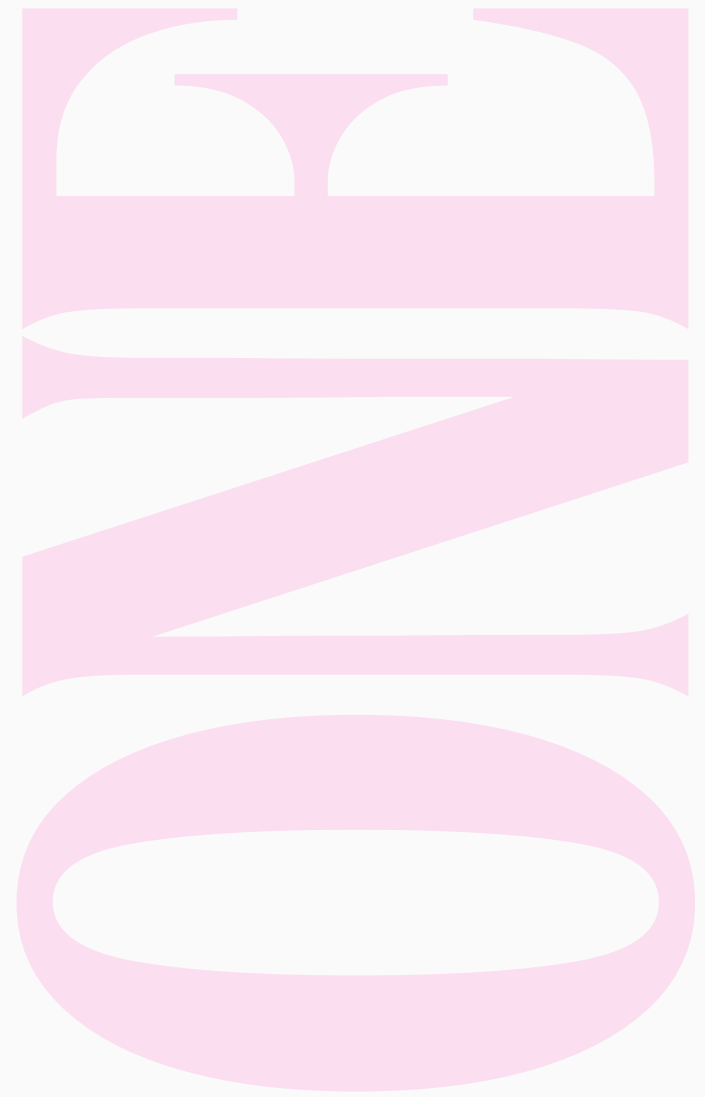
IVYBOOTHMARKETING



POSITIONING

Deciding where your business should be positioned online is one of the most important decisions you can make. It influences who finds you, how people perceive your brand, and the effectiveness of your marketing. This guide will help you identify where your business should have a presence online to maximize your visibility and engagement.

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UNDERSTAND YOUR AUDIENCE

Understand Your Audience

- **Demographics:** Who are your customers? Consider age, gender, location, and interests.
- **Behavior:** Where do they spend time online? Are they active on social media? Do they prefer emails or blogs?
- **Needs:** What are they looking for from a business like yours—entertainment, information, products, or services?

Use audience research tools such as Google Analytics, social media insights, or customer surveys to gather this data.

RESEARCH YOUR COMPETITORS



Look at where your competitors are active online. This can give you a clue about where you might find your ideal audience.

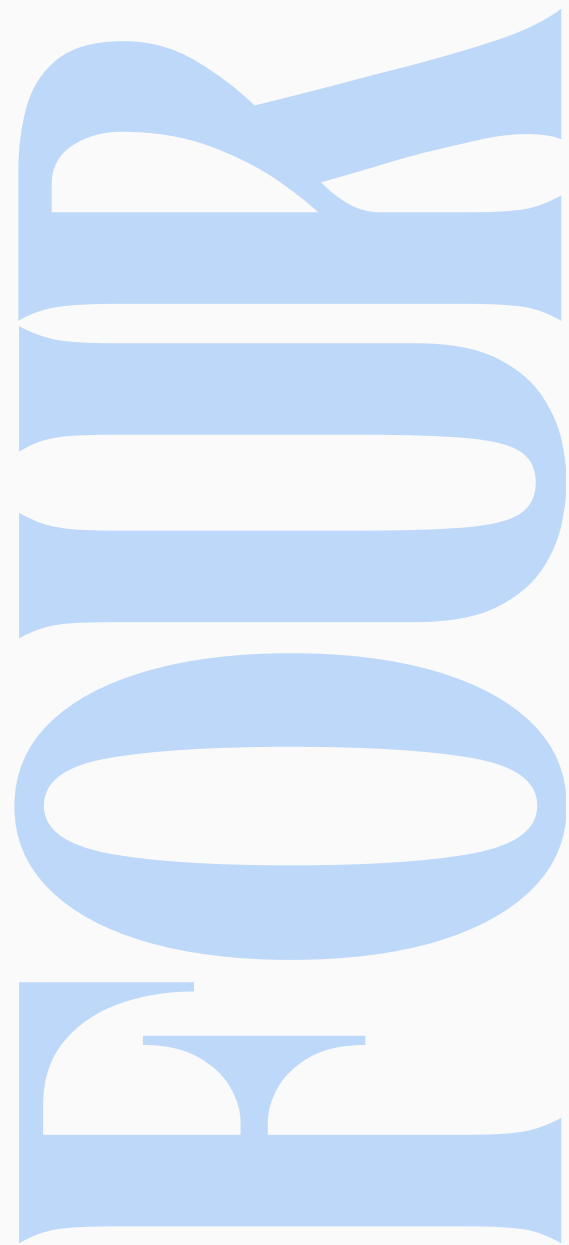
- Where are they most active? Do they focus on Instagram, LinkedIn, or another platform?
- How do they engage with their audience? Do they use blog posts, video content, or webinars?
- What gaps are there in their online presence? Identify any opportunities where you can stand out.

CONSIDER YOUR BUSINESS TYPE



Different business models thrive on different platforms:

- B2B Businesses: LinkedIn is critical for building professional relationships, establishing authority, and generating leads.
- B2C Businesses: Instagram, Facebook, and TikTok are excellent for direct-to-consumer brands, especially those in retail, lifestyle, and creative sectors.
- Local Businesses: Focus on Google My Business, Facebook, and review platforms like Yelp to increase local visibility.



ASSESS AVAILABLE RESOURCES

Consider the resources you have available for managing your online presence:

- Time and Team: Do you have enough time or a team member to handle multiple platforms?
- Content Creation: Can you regularly create high-quality content for the platforms you're targeting (images, blogs, videos)?
- Budget: Do you have a budget for paid advertising or professional help?



START SMALL, THEN SCALE

You don't need to be everywhere. Focus on 1-2 platforms where your audience is most active. Once you've mastered those, consider expanding your presence to other platforms.



GET IN TOUCH

Strategically positioning your business online is all about finding the right places to reach your ideal audience and aligning that with your business goals. Follow these steps to ensure your business is visible where it matters most.

Unsure where to start? Reach out to Ivy Booth Marketing for a personalised consultation. We can help you identify the best online platforms for your business and create a tailored strategy to boost your visibility and engagement!

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