NUNYA BUNYA

FREE GUIDE

# WHAT EVEN IS GOODMARKETING?

A No-BS Guide for Business Owners
Who Are Tired of Wasting Money

www.nunyabunya.com

Digital Marketing, Done Right.

# WHY MOST MARKETING FAILS

And what you can do about it

Here's a hard truth: most small businesses are wasting money on marketing. Not because marketing doesn't work, but because they're doing it wrong.

They're chasing likes instead of leads. They're paying for pretty logos when their website doesn't convert. They're running ads before they even know who their ideal customer is.

And the marketing industry loves it. Because confused business owners keep writing checks.

## THE 4 MOST COMMON MISTAKES

1. **Shiny Object Syndrome**

   Jumping from TikTok to podcasts to AI without a strategy. Every platform works, but none of them work if you're spread across all of them at once.

2. **Vanity Metrics Obsession**

   Followers, likes, and impressions look great in reports but don't pay your bills. If your marketing agency brags about reach but can't show you revenue impact, that's a problem.

3. **Skipping the Foundation**

   Running ads to a website that loads slowly, looks outdated, and has no clear call-to-action is like pouring water into a bucket with holes.

4. **No Measurement System**

   If you can't answer 'where did your last 10 customers come from?' then you're flying blind. Good marketing is measurable marketing.

> *Good marketing isn't about doing more. It's about doing the right things, in the right order.*

# 5 SIGNS YOUR MARKETING

Is Actually Working

Forget follower counts. These are the metrics that actually tell you if your marketing dollars are paying off.

1. **Your Phone Rings (Or Your Inbox Fills Up)**

   The most obvious sign, but the most important. Good marketing generates real inquiries from real people. Track your lead volume month over month. If it's trending up, something's working.

2. **You Know Where Leads Come From**

   Can you say '40% of leads come from Google, 30% from referrals, 20% from social'? If yes, you can double down on what works. If no, you're guessing.

3. **Your Website Converts Visitors to Leads**

   Industry average is 2-5%. If your site gets 1,000 visitors and you get 20-50 inquiries, you're in good shape. Below 1%? Your site needs work before you spend another dollar on ads.

4. **Your Cost Per Lead Is Sustainable**

   If you spend $500 on ads and get 10 leads, your CPL is $50. Is that worth it for your business? A $5,000 project with a $50 CPL is a great deal. A $200 product with a $50 CPL is a problem.

5. **Customers Mention Finding You Online**

   When new clients say 'I found you on Google' or 'I saw your post on Instagram,' that's proof your digital presence is working. Start asking every new customer how they found you. This simple habit is worth more than any analytics dashboard.

# THE MARKETING STACK

That Actually Matters

You don't need every tool and platform. You need the right ones, in the right order. Here's the hierarchy.

## 1. WEBSITE

Your digital storefront

- Fast loading (under 3 seconds)
- Mobile-friendly (60%+ traffic is mobile)
- Clear call-to-action on every page
- Trust signals: reviews, portfolio, creden...
- Contact form or booking link above the fold

## 2. SEO

Getting found when people search

- Google Business Profile (free, high impact)
- Target keywords your customers actually s...
- Create content that answers their questions
- Build citations and local directory listings
- Takes 3-6 months but compounds over time

## 3. CONTENT

Building trust at scale

- Blog posts that answer customer questions
- Case studies showing real results
- Video content (even simple phone recordings)
- Email newsletters to stay top of mind
- Repurpose one piece across multiple platf...

## 4. SOCIAL MEDIA

Staying visible and relevant

- Pick 1-2 platforms where your audience ha...
- Post consistently (3x/week beats daily bu...
- Mix value content with personality and of...
- Engage with comments and DMs
- Use it to drive traffic to your website

## 5. PAID ADS

Accelerating what already works

- Only run ads when your website converts well
- Start with Google Ads for high-intent sea...
- Use social ads for awareness and retargeting
- Set a budget you can sustain for 90+ days
- Track every dollar to actual revenue gene...

**KEY TAKEAWAY:** Build in order. Don't run ads until your website converts.

# DIY VS. AGENCY VS. FREELANCER

An honest comparison

There's no single right answer. The best choice depends on your budget, your time, and where you are in your business. Here's the real talk.

## DIY

**BEST FOR:**
Startups and side hustles with more time than money

**PROS:**
Free or very low cost
You learn the fundamentals
Full control over messaging

**CONS:**
Steep learning curve
Takes time away from your core business
Easy to make costly mistakes

**BUDGET: $0-500/mo**

## FREELANCER

**BEST FOR:**
Businesses that need specific skills (design, SEO, copywriting)

**PROS:**
More affordable than agencies
Specialized expertise
Flexible engagement terms

**CONS:**
You manage the project
Quality varies wildly
Single point of failure

**BUDGET: $500-3,000/mo**

## AGENCY

**BEST FOR:**
Businesses ready to invest and scale beyond DIY

**PROS:**
Full team of specialists
Strategy + execution combined
Accountability and reporting

**CONS:**
Higher cost
Some agencies overpromise
Less direct control day-to-day

**BUDGET: $1,500-10,000/mo**

### THE HONEST ANSWER:

Start DIY to learn the basics. Hire a freelancer for specific skills you lack.

Move to an agency when your revenue justifies the investment and you want a strategic partner, not just a task-doer.

# THE 30-DAY QUICK START

Actionable steps you can take right now

You don't need a $10,000 budget or a marketing degree. Here's exactly what to do in the next 30 days to start seeing real results.

## WEEK 1: FOUNDATION

- [ ] **Audit your website**
  Load it on your phone. Is it fast? Clear? Would you contact yourself?
- [ ] **Claim your Google Business Profile**
  This is free and the highest-impact thing you can do for local SEO. Add photos, hours, and a description.
- [ ] **Set up Google Analytics**
  If you can't measure it, you can't improve it. Install GA4 on your website. It takes 15 minutes.
- [ ] **Ask your last 5 customers how they found you**
  This tells you what's already working. Do more of that.

## WEEK 2: CONTENT

- [ ] **Write down the 10 questions your customers ask most**
  These become your first 10 blog posts or social media posts.
- [ ] **Create 1 piece of content that answers the top question**
  A blog post, a video, a social carousel. Just one. Make it genuinely helpful.
- [ ] **Set up an email list**
  Mailchimp, ConvertKit, or Brevo all have free tiers. Start collecting emails from your website.

## WEEK 3: VISIBILITY

- [ ] **Pick 1 social platform and commit to posting 3x this week**
  Quality and consistency beat quantity. Choose where your audience actually is.
- [ ] **Reach out to 3 past clients for reviews**
  Google reviews directly impact your local search ranking. Ask nicely. Make it easy with a direct link.
- [ ] **Update your business info on 5 online directories**
  Yelp, Facebook, Apple Maps, Bing Places, and your industry directory. Consistency matters.

## WEEK 4: OPTIMIZE

- [ ] **Review your analytics**
  What pages get the most traffic? Where do people leave? This data tells you what to fix first.
- [ ] **Add a clear call-to-action to your homepage**
  What do you want visitors to do? Call? Book? Buy? Make it obvious and easy.

# RED FLAGS WHEN HIRING

A Marketing Agency

Not all agencies are created equal. Before you sign a contract, watch out for these warning signs.

1 **They guarantee specific results**

No one can guarantee page 1 of Google or a specific number of leads. Marketing involves too many variables. Honest agencies set realistic expectations and show you their track record.

2 **They won't explain their strategy**

If an agency can't clearly explain what they're doing and why, that's a problem. You should understand the game plan even if you don't do the execution yourself.

3 **You don't own your assets**

Your website, your content, your ad accounts should belong to YOU. If an agency holds your domain, login credentials, or content hostage, walk away.

4 **They only talk about vanity metrics**

Reports full of impressions and reach with no connection to leads or revenue are a smoke screen. Ask: how many leads did we get? What's our cost per lead? What's our ROI?

5 **Long contracts with no performance clauses**

A 12-month contract with no exit clause or performance benchmarks protects the agency, not you. Look for month-to-month or quarterly agreements with clear deliverables.

6 **They don't ask about your business**

If an agency jumps straight to tactics without understanding your customers, your goals, and your competitive landscape, they're selling a template, not a strategy.

7 **Their own marketing is terrible**

Check the agency's website, social media, and reviews. If their own digital presence is weak, that tells you everything you need to know about what they'll do for yours.

# READY TO STOP GUESSING?

Book a free marketing audit and find out exactly where your business is leaving money on the table.

**GET YOUR FREE AUDIT**

Here's what you get (100% free, no strings attached):

- ✓ Full website performance review
- ✓ SEO opportunity analysis
- ✓ Social media presence score
- ✓ Content strategy recommendations
- ✓ Competitor comparison snapshot
- ✓ Custom 90-day action plan

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NUNYA BUNYA | Marketing That Actually Works