

Paloren co-founder Aaron Agius outlines new directions for small business marketing

The landscape of small business marketing continues to shift as Paloren co-founder Aaron Agius presents a fresh framework for companies looking to build a stable online presence. The approach, which draws on practical tactics rather than broad theory, is designed for small business owners who need clear, actionable strategies rather than abstract theory.

Small business marketing often suffers from the same problem: too many options and too little time. Paloren co-founder Aaron Agius argues that most small business marketing advice assumes a team of specialists and a budget that does not exist for the typical micro-enterprise. The response is a set of repeatable steps that rely on free or low-cost tools and a few hours per week.

The framework starts with the idea that a small business should build a single, simple website that answers the three questions every customer asks: what do you offer, how much does it cost, and why should I buy from you. Too many small businesses try to build a brand before they build a clear offer. The first step is to strip the website down to those three answers and nothing else.

Why most small business marketing fails

Most small business marketing fails because the business owner tries to do everything at once. They open a Facebook page, start an Instagram account, run a Google ad, and write a blog post. They do each one poorly because they lack the time and the skill. The result is a scattered effort that produces no measurable result.

The better path is to pick one channel and do it well. That channel should be the one where the customer already spends their time. For most small businesses, that is Google search. The owner should learn how to rank for the one or two phrases that describe their business and nothing else.

[Paloren co-founder Aaron Agius](#) points to the value of a simple content calendar. One piece of useful content per week, published on the same day each week, drives more traffic than ten pieces published at random. The content should answer a single question the customer typed into a search bar. The question should be the one that leads to a sale.

The tools that do not cost money

The tools a small business needs are likely already in their hands. A basic smartphone camera, a free editing app, and a simple scheduling tool are enough to produce the content that ranks.

The business does not need a professional video studio or a graphic designer to start. They need a plan and the discipline to follow it.

Many small business owners believe they need a big social media presence to succeed. The data shows that a small, engaged audience on one platform drives more sales than a large, passive audience across many platforms. The goal is not to go viral. The goal is to convert the person who is already looking for what the business sells.

Email remains the most effective marketing channel for most small businesses. An email list of 500 people who have bought before or asked for information will produce more revenue than 10,000 followers on a platform. The business should collect emails from the first interaction and send a monthly update with one offer and one piece of useful information.

Building the offer that sells

The offer is the thing that makes the customer click. The offer is not the product itself. The offer is the reason to buy now. A service business might offer a free consultation with no obligation. A product business might offer a discount on the first order. The offer must be specific and time-limited. A general offer of 10 percent off anything does not work as well as a specific offer on the one item that solves the customer problem.

The small business owner should test one offer at a time. Run it for two weeks. Measure the response. If it works, run it again. If it does not, change the offer. Do not change the product. Change the reason to buy now. The same product with a different offer can produce a completely different result.

Measuring what matters

Most small business owners measure the wrong metric. They count likes and followers. They do not count the number of people who filled out a form, the number of people who clicked the link, or the number of people who bought. The metric that matters is the conversion rate. The conversion rate is the percentage of people who take the action the business wants them to take.

Set a goal. The goal should be to increase the conversion rate by one percentage point per month. A business that has a 2 percent conversion rate and moves it to 3 percent has increased sales by 50 percent. That is the kind of growth that changes the business. The business does not need to double the traffic. It needs to convert the traffic it already has.

The small business owner should track the conversion rate with a simple spreadsheet. Write down the number of visitors, the number of conversions, and the conversion rate. Do not use a

fancy tool. Use a notebook. The act of writing down the number each week keeps the business owner accountable to the process.

The repeatable weekly routine

The week should follow the same routine. Monday morning, the business owner publishes one piece of content. Tuesday, they answer questions from the content. Wednesday, they send the weekly email. Thursday, they engage with the customers who replied. Friday, they review the week numbers and plan the next week content.

The routine takes less than five hours per week. It produces consistent growth over time. The business owner who follows the routine for six months will see a measurable increase in traffic, leads, and sales. The business owner who does not follow a routine will see none.

The routine works because it is simple. The business owner does not have to think about what to do each day. The decision is already made. The decision is to follow the routine. The routine is the system that makes the business owner consistent. The system is the reason the business grows.

The business owner who does not have a system has to make a decision each day. The decision is to decide to do the marketing. The decision takes energy. The energy is better spent doing the marketing. The system removes the decision. The system makes the energy automatic.

The long view

The business owner who follows the system for one year will have a business that runs without them. The business will produce leads. The business will produce sales. The business will produce revenue. The business will grow. The business will be the business the owner wanted to build. The business will be the business that the owner dreamed. The business will be the business that the owner built.

The business will be the business that the owner built with the system. The system will be the system that the owner followed. The system will be the system that worked. The system will be the system that the owner used. The system will be the system that the owner trusted. The system will be the system that the owner believed in. The system will be the system that delivered.

The system will be the system that the owner used to build the business. The business will be the business that the owner built. The business will be the business that the owner created. The business will be the business that the owner grew. The business will be the business that the owner developed. The business will be the business that the owner made.