



Small Business Marketing Toolkit

Powered by Upnetic

Small business experts

The Small Business Marketing Toolkit is developed and delivered by the small business experts at Upnetic. With an extensive history of serving entrepreneurs, Upnetic delivers a wide range of services, including training, consultation, and software, with a special emphasis on sales and marketing to help small businesses grow.

When customers look for your business online, what do they find? In these uncertain times, it's more important than ever to make your business easy to reach!

The Small Business Marketing Toolkit from ADP can help you build, grow and manage your digital marketing:



Website builder and website analysis:

- Build your own fully responsive site
- Save money with free website hosting
- Digital marketing review and 1-on-1 consultation



Google™ My Business optimization:

- Stand out on Google Search and Maps
- Help customers find your local business
- Optimize local search performance



Social media tools:

- Manage social profiles in one place
- Post directly to your social profiles
- Track key website and social analytics



Customer relationship management:

- Track sales leads
- Store and leverage customer data
- Integrate with Mailchimp® email marketing



Get started now. Ready to unlock the Small Business Marketing Toolkit? Contact your ADP Representative to learn more!