



## 21 Ways to Market your Business

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It has been said that your success as an entrepreneur is dependent on your marketing and your mindset. Your mindset is crucial and I will deal with it another time. In this newsletter/blog, I am going to talk about marketing. Quite honestly, you don't have a business without customers, so I usually get clients to focus a lot on being successful at marketing.

Now you might be saying to me, but Penny, I have a job in a company. Even if you do, I hope you read on. There is no company that doesn't need its employees to have a marketing mindset and know how to get customers interested in their business. And secondly, what about starting a part time business on the side to make some extra money?

### Ideas to market your business

1. Sign up on local directories. You can Google your area and business directories and can add yourself on many for little or no cost.
2. Host a free talk. At the end of the session remember to offer your services to people who need more help.
3. Make use of social media. You can do this in many ways. You can make use of paid advertising such as Facebook Advertising. You can post on your own pages as well as to groups on Facebook, LinkedIn and others. If you post you must be consistent. And look for ways to engage with your followers.
4. Google Business allows you to advertise your business for free. You can also make use of Google Ads which can be costly but often give good results.
5. Use retargeting strategies, unless you are banking on prospects converting immediately which almost always never happens. If you are using Facebook or Google they have standard ways to set up remarketing to customers who have already seen your business advertised. Remarketing is incredibly successful in getting prospects to convert to customers. After all, these are people who have already expressed an interest in your business. Don't always use the same ad for retargeting though.
6. Send notes to past customers. Check in with them. Thank them for their business in the past and see if they need anything.
7. Use your email signature as a marketing tool. Then every time you send an email you are sending out a message about your brand and your offering.
8. Word of mouth / Ask for referrals. It is easy to get enthralled with digital strategies, however talking to people still remains a great way to get business. Some people have a target of talking to between 5 and 10 potential customers a day, depending on what their business is. It is a good idea if you are

going to use referrals to have a formal referral program. Think of a way in which the person giving the referral as well as the person being referred could benefit in some way.

9. Email your subscriber list or database. If you don't have one then start developing one. You can actually purchase lists, which a lot of companies do. When engaging in email marketing your subject line / heading is so important. It needs to be really engaging.
10. Strategic partnerships. You can align yourself with other non-competitive companies that cater to the same customer profile. You need to work out an offer that makes your strategic partner look fantastic. And show your strategic partner how he or she will get paid.
11. Partner with an influencer or famous person who will endorse your product or service.
12. Speak at events / seminars / conferences.
13. Create and post a YouTube video. Short 15 second videos are very popular. Make it about a "how to do something". Most people who use YouTube search for "how to" videos. It is a fantastic platform for building brand awareness in the service industry.
14. Use LinkedIn especially if your business is B2B sales. Ensure you have a professional profile that is search optimised and client focused. And ensure your LinkedIn profile speaks to your ideal clients. Then identify prospects using LinkedIn advanced search or LinkedIn groups.
15. Promote a discount or special offer.
16. Sponsor an event or host a giveaway
17. Get your business aligned with a charity. Do work for the charity and get noticed.
18. Contact the local media – newspapers, radio etc, and tell them about your business. You can take out an advert in most local newspapers, however try and write a compelling and interesting story.
19. Write blogs or guest post for someone who has a large audience. Search engines love content and so do people who are looking for information. Post blogs, articles, podcasts, videos and social media posts full of tips, resources and advice. Do this consistently. The search engines (Google, Bing, Yahoo etc.) love consistency as well as content. Post high value, excellent content to your audience to help them with their pain points so they begin to regard you as an authority and trusted advisor.
20. Attend meet up or networking events. Come away from every networking event with at least 10 business cards. Spend 5 minutes with at least 10 people. Introduce yourself by name and get their name. Find out what the person does and how long have they been doing it. Ask them what challenges they face and what problems they have that need to be solved. Focus on the person you are talking to and look interested in them. The person must feel they are your centre of attention and you really care about them and their concerns. Within 2 days after a networking event make contact with the contacts you have made.
21. SMS marketing often doesn't get a lot of attention. However 90% of text messages are read within 3 minutes of receipt and 98% of SMS messages are read compared with 24% of emails. But SMS marketing doesn't always work well. It works well for coupons, promotions, reminders, providing customer service, updates, sending appointment reminders. Be careful what you post because it is easy to overstep privacy boundaries. Think if you would be okay with receiving such an SMS. You want a short message with a clear purpose and call to action. Don't use SMS lingo such WTF, LMAO and ROFL, use the full words. Keep the message to a maximum of 160 characters.

So there are lots of ways in which you can get your products and services in front of the right customers. However, no matter what method you use or how often, you need to have the right message. Unless you communicate a clear value proposition to your prospects and engage with them, no amount of marketing is going to be successful. And you have to be consistent. Have daily, weekly and monthly actions that you stick to.