

Practical PR & Marketing

8 Ideas to Market Your Business

1 Attend Networking Events

Get out there and tell people about your product/s and/or service/s. Hone your elevator pitch to help get your message across. Be sure to follow up all connections you make.

2 Email Marketing

Email marketing is a great way to keep in touch with current and prospective customers and to help build engagement. Once you have people on your mailing list it is far easier to keep in touch with them and let them know about new products, services and offers.

3 Have an Online Presence

Having a website and/or social media accounts and pages help people to find you when they search online. Its important to have some sort of online presence and to be consistent with updating it.

4 Run Online Contests

Everyone loves a prize draw and the number of participants and new potential leads can be worth the donated prize. It doesn't have to be expensive but make it related to your business.

5 Partner with other Businesses

You can take the opportunity to partner with an industry relevant business that is not a direct competitor, so a cake company might partner with a florist to help cross promote one another.

6 Apply for Business Awards

Most industries have business awards you can enter with the chance to be shortlisted & win and if you do you can use this as a PR opportunity to help promote your business.

7 Start a Blog or Vlog

Starting your own blog or vlog is a great way to build a following and engage with customers. Share your successes and struggles, funny stories, recipes and anything else you think might be of interest to your customers.

8 Use Testimonials and Case Studies

Utilise the positive words and experiences of customers with your products or services, where appropriate.