## Ideas for Marketing Your Business

Promoting a business is an ongoing challenge for small businesses. Whether you're just starting out or have been in business for years, these proven marketing strategies will help your business find new customers without spending a fortune. Choose the ones that best fit your business.

**Online / Social Media**

1. Set up a Web Site: Weebly.com is free and easy to use. WordPress can be a great “do it yourself” tool. Or use <http://www.gybo.com/oregon/>.
2. List your Web Site on all local search directories: google.com/local, bing.com/local, local.yahoo.com and there are many others. If you have a physical address, make certain to verify it at google.com/places.
3. Set up online advertising using google.com/adwords, Facebook ads, or other services. Spend a small amount of money on a couple of different services to see what works.
4. Do some research/training about search engine optimization. Read “The Beginner’s Guide to SEO” at seomoz: <http://www.seomoz.org/beginners-guide-to-seo>. Look into using google.com/analytics, a powerful tool especially when combined with Adwords.
5. Set up a business profile/page on LinkedIn, Twitter, Facebook or Pinterest. Use your time on social media wisely; figure out what platforms your customers use and only worry about establishing a presence there. Different platforms lend themselves to different uses; Pinterest is a great way to show visually appealing products and get customers to visit your website; LinkedIn caters to a business and working professional audience.

**People / Networking / Professional Organizations**

1. List 5 professional organizations you could join/participate that put you in front of your target market.
2. Be prepared at professional events. Don’t just talk about yourself. Ask questions, find out how other people are approaching challenges or growing their business. Be clear about what you do.
3. Attend industry events.
4. Ask clients for referrals.
5. Talk with other business owners in your field. Who could you take to coffee in your profession and ask for advice?
6. Talk with your vendors: Arm them with business cards and promotional material to help get the word out. Ask them what they’ve learned from their other customers.
7. Research local, state or federal programs available to small business owners. Opportunities are also available for women-owned or minority-owned businesses.

**Promotion & Publicity**

1. Get business cards: make sure your friends, family, customers and anyone else has an ample supply to give out when they are recommending you. Always have a supply with you.
2. Create marketing postcards or promotional flyers.
3. Blog or write articles about your profession, products, or educate your customer about what you do.
4. Post videos about your work, products or unique services.
5. Talk about your work: be a speaker for organizations, local business groups or professional conferences.
6. Give demonstrations or samples if appropriate.
7. Have your business name/logo on your vehicle.
8. Offer free consultations: convert a consultation into a customer.
9. Test different types of advertising: Facebook Ads | Google Ads | Other Pay per Click.
10. Review whether you need additional sales people. Could you pay a commission to people selling your products?

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**The 3 Steps of Promotion**

1. **Find**  
   You must understand your customer to know what they want, what they read, how they take in information, where they live, etc., in order to figure out how to find them. This is the stage where demographic research is really important.
2. **Get**How to deliver the message so that they receive it? What vehicle to use—fliers, samples, online media, churches?
3. **Keep**Getting new customers are harder and more expensive than keeping the old ones. How will you keep satisfying these customers?