

HOW TO PROMOTE THE COMPANY?

Top secret



THERE ARE SEVERAL STEPS TO SUCCESS

If you have your own business, it's important to promote your brand in order to attract new clients. Focus on a few simple strategies to help you get the word out there about your company.



STEP 1: CREATE A BRAND LOGO.

Widespread brand recognition is your goal, as it will give your business credibility and inspire others to spread the word about your business. Grow your brand by placing your logo in your business stationary, business cards, email signatures, brochures, signs, website and merchandising materials.



STEP 2: NETWORK.

Meeting professionals from other, related businesses is an effective form of business promotion, as it provides you with opportunities to learn about your competitors, ask for referrals, form mutually beneficial partnerships in complementary industries and spread awareness about your business throughout a group of like-minded people.



STEP 3: ADVERTISE

Consider these methods for advertising your business:

- Signs
- Print
- Commercials
- Television and radio
- Advertisements
- Direct mail
- Public relations (PR) firms
- Internet



STEP 4: BUILD BUSINESS PARTNERSHIPS WITH OTHER ORGANIZATIONS.

In effect, piggyback off the success of another business. Taco Bell has recently unveiled the Doritos Locos Taco, which is a branding coup for both Taco Bell and Doritos. Whenever you think of one brand, the other brand comes to mind, and vice versa. Business partnerships can be very effective advertising tools.



STEP 5: RELY ON THE POWER OF SOCIAL NETWORKS

- Social networks have become the new darling of advertising because much of the legwork is being done by dedicated fans, for free. You could pay someone to advertise for you, or you could establish a social community of fans who advertise by word of mouth, at little or no cost.



STEP 6: DEVELOP RELATIONSHIPS WITH YOUR CUSTOMERS.

- Customers are people — not numbers — and it is important that you put consideration and effort into building personal relationships with them. For example, when you send out Christmas cards each year, you not only gain customer loyalty but you also inspire customers to promote your business to the people they know.



STEP 7: ENCOURAGE CUSTOMERS TO TALK ABOUT THEIR EXPERIENCE USING YOUR BUSINESS.

- There is no tool more powerful than people talking with their family members or friends about your product or the quality of your work. If your customers are fully satisfied then you should ask them to refer you or your product to their family or friends. It is important to realise that your customers may not do so automatically and sometime a little poke requesting them to refer your business may work wonders. Go ahead, be bold and ask for more work



**THANK YOU FOR
YOUR
ATTENTION**

