



How to promote the company effectively?

By Polinka The-Chief

There are many ways to promote company!

First way:

USE SOCIAL MEDIA!

Many people mistakenly believe that investing in one social network will lead to a better effect. Below I will give a list of social networks and similar resources where I believe you should start promoting your products/services/websites/creating a brand.





Exhibition

Yes, your industry exhibitions are a good reason to promote yourself in your market among your partners and target audience. And no-it is not necessary to buy an expensive place and mount the stand. Be creative-push the boundaries of your imagination. There are many other ways to make a name for yourself at the exhibition, share your contacts and gather the ones you need.



Internal Activities

We mean your personal events for your target audience, for your potential customers. Create some useful event for your customers — what is their urgent problem? What they have a critical question, and the answer they usually get paid? Give them this answer for free! Perhaps in the form of a mini-seminar or micro-training for 4 hours!



Publications

The same applies to more capacious publications in the press — provide free content to journalists and the media. It can be an interview with in your market, what problem your consumers, analyst reports, and slicers, and statistical data. All you need interesting and useful content! Ask, in the end, your customers or potential customers — what they are interested in your topic, what they want to know?

Atmosphere and design of the client office



In these rooms, EVERYTHING should talk about your professionalism, the quality of your services and specialists who, in fact, provide these services, inspire confidence in you, your company, your product — every detail and every element.



Gift certificates, loyalty programs

That is, do so that the client wanted to you not only to come again, but to bring someone else with you next time. By the way, it also works with corporate clients. You just need to think a little longer... and ask around / watch for customers that they can be stimulated to such an action.



Feedback from your customers



Establish a relationship with them. And develop them. Invite them to Express their opinion on any occasion — about your services, about the same services on the market in General, conduct surveys, call for action in your communications, provoke an answer to your messages, conduct surveys on the website or together with partners, give them free advice.



To finish:

Of course, all these methods of low — cost marketing do not require a lot of money, but require the investment of other resources-it's time, effort, patience, energy, imagination and your knowledge.