

*How to promote your
business*

Promote your business when you communicate

Remember, it's not just an email, it's a business promotion tool!
You're sending it out anyway, so why not make it work for you?

Any document that you send out should have a letterhead with all of your company information. And don't forget to make sure that your email has a complete signature that provides all your business information and a promotional tagline. You can also add a section with links for Facebook, Twitter so the recipient can connect with you on social media.



Promote your business by blogging and writing articles

Well-written articles can provide free advertising and build positive word-of-mouth.

The more specific your topic the better. Write a short biographical note, or "blurb" about you and your business to go with the article. Then send it out!

Where? As the goal is to promote your business, ideally you'd like it to appear in a publication that your target market will be reading.

1. Blogs/websites.
2. Magazines.
3. Newspapers.

Promote your business by giving a seminar or presentation

You have expertise that other people are interested in! Why not share that expertise and promote your business at the same time?



Use social media to promote your business

Instagram, facebook, twitter and YouTube are great ways to promote your business through social media.

A good example of how this can be effective was illustrated to me recently when we had a power outage that affected some areas of our community. One of the local restaurants posted on Facebook that they had power and were open for business and within an hour they were packed with customers.

To get started with social media, create a social media plan. If you are skilled at taking video (or know someone who is) you can record video promotions of your products or services and post them on YouTube.



Use press releases for business promotion

Sending out press releases is another great way to get business promotion.

The caveat to using press releases as a business promotion tool is that your press release has to actually contain information that is newsworthy, and be engaging enough to get people's interest.

Has your business recently expanded? Do you have a new product? Have you been involved in some promotional activity such as sponsoring a charity event? Have you or your company recently won an award? All of these are examples of "news" that you can capitalize on to get some free promotion for your business.

Press releases can be published online or in print.