

A blue-tinted photograph of a business meeting. In the center, two people are shaking hands. Below them, a document titled 'CONTRACT' is visible on a table. To the right, a hand holds a pen over a document with a bar chart. The background shows other people in business attire.

# HOW TO PROMOTE A COMPANY

# BE VISIBLE

The more involved you are in the community, the greater the opportunity you have to promote your business. Sponsor local charitable events, volunteer your services to a nonprofit or offer up your store space for a school event. All of these approaches are low-cost in nature, position your business in a positive light and result in free publicity.



# BUILD RELATIONSHIPS

It is a lot less expensive to keep a customer than it is to get a new one. That's why establishing strong relationships with your customer base is crucial. One of the ways you can do that is by keeping in touch with people through email marketing.

Ask customers for their email address when they visit your store or website. Then, make your communications informative, helpful and professional — something your customers will look forward to receiving.



# CONTESTS AND GIVEAWAYS

- Everyone loves free gifts! Give away desirable or fun items to gain goodwill, build brand awareness and connect with potential customers. They don't need to be expensive.
- You can also promote your products through Vkontakte/Instagram/Facebook groups where members agree to try your product for free or a discounted price in exchange for an honest review. Physical gifts with your advertising on it such as balloons, smartphone wipes, key chains, fridge magnets, pens and notepads are always popular too.



# EXHIBIT

Trade shows and business expos are good places to showcase your company and promote your business. Contact convention organizers and event planning agencies in your area and learn about business exhibition opportunities. Many events are geared toward the small business owner and are reasonably priced.



# PARTNER UP

Network with other small businesses who are doing the same type of work you are and collaborate with them to offer a special deal to customers locally. The aim is that each business involved will make an offer which benefits the other partner's customer and encourages them to take up both services. Between the businesses, you can save money on promotional costs and get valuable referrals



# USE TRADITIONAL VENUES

Even with creative promotional efforts, it is still important to promote your business through traditional mediums. Create a marketing and advertising campaign that is within your budget and carefully target the demographics you want to reach. Build an interactive website, update it regularly and develop at least one professional, high-quality promotional marketing piece, such as a flier or brochure.



# OFFER COUPONS

Coupons are a good way for many businesses to attract new customers. Research shows that people will go out of their way to use a coupon, proving that this method is successful in expanding your customer base.

Coupons can also generate return visits. For example, if you give a customer a coupon for a discount to use on future business, there's a high probability they'll be back.





# USE NETWORK

Small businesses can greatly enhance promotional efforts by participating in business networking. Join a chamber of commerce, Rotary club or industry group and attend their events. Most of these organizations focus on helping small businesses promote their products and services to one another. Bring plenty of business cards, interact with as many people as you can and start building relationships with potential customers to develop into long-term business prospects.

