



46 WAYS TO MARKET YOUR BUSINESS

People ask all the time,
“What is the best way I can market my business?”
And the answer is, there is no ONE way or RIGHT way.
There are many ways, and not every way will work for you and your business.
But here is a list of a few ways that will help you get started
to find your target customer, grow your audience
and discover what works best for you.

1. **Answer customer questions** in posts, start a dialogue. Offer to solve a problem.
2. **Apply for awards:** Gain credibility and publicity, and apply for relevant awards in your business industry.
3. **Ask questions** (for problems you solve) on social media to open dialogue or discussion
4. **Attend trade shows**, craft fairs, festivals, etc: If you are unsure of how beneficial the trade show or event will be for you, and you have some time to figure it out, you might consider just attending as a visitor before investing the money in your own booth. If you have a good relationship with a company already planning on exhibiting, maybe they will let you “hang out” for a portion of time, where you can observe and learn, and even promote your business free of charge or for a small fee or donation.
5. **Be a guest** on a Podcast or Radio show
6. **Collaborate** with other local businesses for cross-promotional events or offers to reach a new, complementary audience.
7. **Comment** on blog posts
8. **Comment** on Social Media Posts
9. **Create a blog** and post regularly
10. **Create unique packaging** – (make it an experience, not just a purchase) Labels, thank you, discount, referral cards, etc. are a great way to promote and increase sales
11. **Create your own hashtag:** Branded hashtags help set you apart from the competition and create a virtual space where your brand sets the tone. Take the initiative and start your own branded hashtags.
12. **Donate to a fundraiser:** either products, services, or a percentage of sales. Make sure to publicly promote the relationship and the collaboration outcome.
13. **Email (marketing)** set up an email platform like Mailchimp, AWeber, or HubSpot to keep track of email addresses for when you are ready to promote
14. **Facebook** (promote on your personal and business page)
15. **Facebook Groups** (think outside the box) Don't just post in groups that reach YOUR audience, but in groups that might need what you offer
16. **Facebook live** (video is huge) a quick behind-the-scenes, box opening or morning message can draw a potential subscriber.
17. **Get interviewed:** Look for magazines, local organizations looking for speakers, etc., and get your face and what you do out there.
18. **Get on directories:** Many local and communities offer free listings to post your business (but there are online directories like: Yelp, TripAdvisor, Angie's List, Better Business Bureau, Glassdoor, Bing & more)
19. **Google Business Profile:** This is a great resource. Use it. Post often. Use photos of products, put your specials, etc.
20. **Guest post:** Offer to write a guest post for a collaborating business or client
21. **Hold a giveaway**
22. **Host a webinar** or class
23. **Instagram posts:** stay consistent

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24. **Instagram reels:** You can sync your Facebook reels to your IG so you get the best of both with one single post

25. **Instagram stories:** Great for specials and promotions

26. **Join Business Associations:** Like the American Businesswomen's Association or Chamber, and build relationships with other professionals.

27. **Mail out postcards:** You can even target a certain area or demographic

28. **Network:** Go to every event you can find. Some have a fee or membership, but allow you to visit a few times before you join. Get your face in the mix and tell everyone who you are and what you do. If you're an introvert, check out our Introverts guide for helpful [tips](#) on getting out there.

29. **Offer a coupon:** A "try us" or first order coupon is a great way to grab those who may be on the fence

30. **Offer a referral program:** Increase your sales by offering a "next purchase discount" when they refer someone new to you

31. **Online Communities** like Nextdoor are a great resource: not just for promoting but for searching people who need what you offer (read comments)

32. **Optimize your website:** Check your SEO, keywords, backlinks, etc. Consider a Free [website detection inspection](#)

33. **Pinterest:** Is a great platform for creatives to post your visuals

34. **Pinterest Group Boards:** are a great way to stay up with trends, competition, and network as well as promote your business.

35. **Press Releases:** In marketing, everything is an opportunity to shout it from the rooftops. If you have any news you want to share regarding your business, write a [press release](#) and send it to media outlets like magazines, radio stations, online publications, or even to your dedicated mailing list.)

36. **Run a poll:** Interactive content on social media is an engagement gold mine. You don't have to offer anything. Just give people a chance to offer their opinions. People love to share, and it will boost your social media presence and appease the algorithms.

37. **Showcase testimonials:** Feature customer feedback in videos or graphics. This builds trust and proof to potential clients.

38. **Show off your work:** It's not bragging if you're showing a job well done. Before and after images are always a hit! Customers find it comforting to see the quality of work a professional has done before hiring them. And social media is the perfect showcase to do that for your business.

39. **Start your own podcast:** It's easier than you think. You're simply telling an audience what you'd be telling your clients.

40. **Swag bags** for fundraisers and events are a great and inexpensive way to get your business out in a big way.

41. **Use urban marketing:** Eye-catching tactics like posters, murals, or sidewalk chalkboards in your local area can create a physical presence and draw attention.

42. **Update your online presence:** If you just don't seem to be getting any traffic despite all your efforts, you might want to check out your online presence. Update your social media platforms, website, landing pages, etc. Make sure your offer/claim redirects to the correct type of page you want, then tweak the headline and CTA.

43. **Work with Influencers:** Recommendations from highly respected and influential individuals hold a lot of weight.

44. **Write product reviews:** Reviews are the backbone of most products' success. Simply write honest reviews of products you sell and detail the pros and cons of each one. Product reviews can also improve your site's SEO and your brand's reputation. Also, you can offer to write reviews for others products as well.

45. **Write an ebook:** This is an asset that makes people take your brand seriously. Make it value-packed so it'll attract your niche audience (CMOs, CEOs, entrepreneurs). If you have something exclusive to offer, consider going against the grain and publishing a full-fledged physical business book. A physical book is not something most businesses will publish — but that's why it will stand out.

46. **Youtube:** Create a channel and put your Facebook lives and other videos, training sessions, etc. on it.

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