

10 WAYS TO MARKET YOUR BUSINESS OUTSIDE OF SOCIAL MEDIA

Marketing is so much more than social media. While social media is an incredible and FREE tool to use for marketing, it's important to diversify your marketing and implement other strategies as well.

10 Marketing Tools

- Email List
- Be a guest on a podcast
- Hold an in-person event
- Create a loyalty program
- Create a referral program
- Leave fliers and/or business cards in areas your target audience frequently visits
- Collaborate with a similar business
- Networking
- Google ads
- Build up your google reviews

Email List:

Building and maintaining an email list is a fundamental aspect of effective marketing. It involves collecting email addresses from interested individuals and sending them targeted messages to nurture relationships, promote products/services, and drive conversions.

How to Use: Offer valuable incentives such as discounts, exclusive content, or free resources in exchange for email sign-ups. Use email marketing software to organize your list, segment your audience based on demographics or behavior, and personalize messages. Send regular newsletters, promotional offers, and updates to keep subscribers engaged and encourage repeat business.

Be a Guest on a Podcast:

Being a guest on a podcast is a great way to increase your visibility, showcase your expertise, and reach a new audience. Podcasts offer a platform for sharing insights, stories, and valuable information related to your industry or niche.

How to Use: Research podcasts that cater to your target audience and align with your expertise or interests. Reach out to podcast hosts with a compelling pitch outlining why you'd be a valuable guest. Prepare talking points or anecdotes to share during the interview, and promote the episode on your own channels to maximize exposure.

Hold an In-Person Event:

Hosting an in-person event provides an opportunity to connect with your audience on a more personal level, foster relationships, and generate excitement around your brand or offerings.

How to Use: Choose a venue and format that aligns with your goals and target audience, such as workshops, seminars, networking mixers, or product launches. Promote the event through email invitations, social media posts, and targeted advertising. Provide value to attendees through informative presentations, interactive activities, or exclusive discounts, and follow up afterward to maintain connections and gather feedback.

Create a Loyalty Program:

Loyalty programs incentivize repeat purchases and reward customer loyalty by offering perks, discounts, or special privileges to members.

How to Use: Design a loyalty program structure that suits your business model and appeals to your target audience, such as points-based systems, tiered rewards, or exclusive access to events. Promote the program through email campaigns, social media posts, and signage in-store or on your website. Track member activity and engagement, and regularly communicate with members to keep them informed about rewards and incentives.

Create a Referral Program:

Referral programs encourage existing customers to refer new customers to your business in exchange for rewards or incentives.

How to Use: Develop a referral program with clear guidelines and incentives for both referrers and new customers, such as discounts, freebies, or loyalty points. Promote the program through email campaigns, social media posts, and personalized referral links. Monitor referral activity and reward referrers promptly to maintain enthusiasm and encourage ongoing participation.

Fliers & Business Cards:

Offline marketing tactics like distributing flyers and business cards in strategic locations can help increase brand visibility and attract local customers.

How to Use: Identify locations where your target audience is likely to frequent, such as coffee shops, gyms, community centers, or local events. Design eye-catching and informative flyers or business cards that convey your value proposition and include contact information or special offers. Seek permission from venue owners or event organizers before leaving materials, and regularly replenish supplies to ensure visibility.

Collaborate with a Similar Business:

Collaborating with complementary or similar businesses allows you to leverage each other's resources, networks, and customer bases to mutual benefit.

How to Use: Identify businesses with a similar target audience or complementary offerings, such as co-working spaces, wellness centers, or retailers selling related products. Reach out to potential collaborators with partnership proposals outlining mutual benefits and opportunities for cross-promotion or joint events. Work together on marketing campaigns, events, or product bundles that add value to both sets of customers.

Networking:

Networking involves building and nurturing relationships with other professionals, industry peers, and potential customers to exchange information, resources, and opportunities.

How to Use: Attend industry events, conferences, meetups, and networking mixers to meet new contacts and expand your professional circle. Engage in meaningful conversations, ask questions, and actively listen to learn from others. Follow up with new connections via email or social media to maintain relationships and explore potential collaborations or partnerships.

Google Ads:

Google Ads is an online advertising platform that allows businesses to display ads on Google's search engine results pages (SERPs), websites, and other digital platforms.

How to Use: Create targeted ad campaigns using relevant keywords, ad copy, and bidding strategies to reach your ideal audience. Choose from various ad formats, such as search ads, display ads, or video ads, depending on your goals and target audience. Monitor campaign performance metrics like click-through rate (CTR), conversion rate, and return on ad spend (ROAS), and optimize campaigns based on data insights to maximize results.

Build Up Your Google Reviews:

Google Reviews are user-generated ratings and feedback about your business that appear prominently in Google search results and Google Maps listings.

How to Use: Encourage satisfied customers to leave positive reviews by providing excellent service, asking for feedback at the right time, and making it easy for them to leave reviews by providing direct links or instructions. Respond promptly and professionally to all reviews, whether positive or negative, to demonstrate your commitment to customer satisfaction and build trust with potential customers. Regularly monitor and manage your online reputation by addressing any issues or concerns raised in reviews and actively seeking to improve your business based on feedback.