

Marketing Toolkit

Stuck for ideas? Think about different ways to market your business.

Host an event

This could be a fundraiser, charity event or quiz night. It's a great way to raise your profile. Events can focus attention on you and your brand, giving you more exposure where needed. You can also target your audience more specifically by selecting the people you invite. The bonus is, they can't simply delete you as they would an email. Make the most of having the audience focus on you and your business. Events can be fun to plan. Think about your business and what sort of event might complement you and your target market and go from there.

Networking

Organisations such as your local Chamber of Commerce have networking committees that meet frequently. Contact them to find out whether you need to be a member of the Chamber to attend the events and if so, what the membership fees are. However, many of these events will not require you to be a member for you to attend.

Before you go, take these key simple steps:

- § Make sure you know what the event is for. It's good to be able to contribute to the conversation
- § Stock up on business cards and keep them handy. They're one of the easiest ways to build brand recognition for your business
- § Don't gravitate to people you already know. The key to networking is to grow your network!

Local Newspaper

Many communities run free papers keen to do feature pieces free of charge though there are also many paid advertising options available. This isn't to say you should run a black and white ad in the classified section. Enquire about one to two page features and specials that the publication might be running or space they are selling at the last minute. You might find the sales team is eager to bring fresh sales across the line and you'll be surprised at the response you receive from locals who have seen your business in the paper.