

Let's Talk About...

17 SUPERFAST WAYS TO HELP YOUR BUSINESS GET KNOWN LOCALLY!



TIME TO GET FOUND & NOTICED

As a small business, one of the key things is to get your business known as quickly as possible in the local area for being great at what you do.

No doubt in your area, there will be lots of similar type businesses to you and that's fine but your job is to make sure your business name is the first one people think of when they need the product or service you offer and of course this isn't doing what everyone else is doing, this is about getting you to think a little differently and start to stand out from the crowd.

But how can I do that on a budget I hear you say?

Well don't worry, we have put together 17 of our best marketing tips for you, that will not only help you get better known quickly but will also help you define what you do that's different to your competitors and how you can let people know that really easily.

It's time to turn up the volume in your business, stand apart from your competitors and make sure your business is known, loved and trusted.

TWO. 
Marketing





#1 SOCIAL MEDIA

This is a great route to getting your brand out there, either through your own Facebook, Twitter, Instagram page or by joining local groups and getting known.

The important thing here is remembering the **social** element.

Don't just fire your links and 'posts and run'.

Using your own social media, build engaging content that showcases your brand, take time to get involved on a couple of platforms you are comfortable with and do these very well rather than scattergunning from one to the other trying to post all your content quickly.

The same when joining Facebook groups, just join a few local groups that fit with your brand values and stick around, get to know people and become the 'go to' person in the group for your products and services but also helping others too.



#2 NETWORKING GROUPS

There are usually a large number of these around in the area from free ad hoc groups to more regular subscription based breakfast or lunch events.

Not all will suit you, so it's worth being a guest at a few events to try them out and find the format that fits your personality and business type best.

Networking is a great way to meet people face to face and talk about your business and build what we call the 'know, like and trust' aspect of doing business.

Often in these groups, you have the chance to spend 60 seconds showcasing your business so be prepared with a few lines about your business so you don't dry up.

The key with networking is not to give up too easily, it can sometimes feel like everyone knows each other already and the room is full of confident business owners.

This absolutely isn't the case, most often, people are just as nervous as you and they were all new once too!

#3 AWARDS

It's a fact, Awards are great for business but not many small business owners think to enter.

Your local area will have awards and there will be regional and national awards too. Don't discount yourself and think you're not big/established enough to enter.

Do some research to find local awards and when to apply. There are often great categories you could shine in, such as Customer Service, New Start Up etc.

Entering and winning awards can give you some awesome PR opportunities.

You may get promoted in photo shoots, on social media, in the local press and all this from simply entering or being shortlisted, not to mention the PR gained should you actually win!

As the saying goes, you have to be in it to win it and someone always does.

#4 LOCAL DIRECTORIES AND FREE LISTINGS

These are great for helping you raise your brand profile online.

Often in a local area, there will be a number of directories that will offer a free basic listing or more if you want to use some of your marketing budget.

Try and pick directories where local people are searching, or specific directories that are linked to your products and services eg. a homebuyers or property services one would be good for trades, furnishings, insurance, etc.





#5 EMAIL MARKETING AND NEWSLETTERS

This is a really easy way to get your brand in front of customers and prospects, provided you collect email addresses.

If you don't, **START NOW!** Once you have your database, the key is to make sure the content you send to people is actually opened.

I get over 150 emails and several marketing newsletters each day and your customers and prospects will be the same so you need to make sure that firstly your email is opened and secondly the content in there is exciting enough to be read.

Think about how you want your brand to be received and does your email content showcase that effectively?

N.B. Be sure that you are GDPR and Dataprotection compliant!

#6 COLLABORATION

Collaboration is a fab way of getting known locally.

Link up with businesses who offer something similar to you but not the same.

Eg. if you make wedding favours, link up with people who provide wedding cakes, dresses, venues etc.

These people will already have an audience that you can tap into and vice versa.

#7 LEAFLETS

Leaflets are perfect for getting information out about your business locally but will give you a relatively low return.

What that means is you need to put out a lot of leaflets in order to get a good amount of business back because it's not targeted and generally hitting anyone and everyone.

You can put leaflets through doors, ask in shops or venues in your town if you can leave a little pile or just hand distribute them yourself to passers by but be careful not to get in trouble doing this as you don't want to damage your brand.

If you are doing leaflets, here are a couple of hints. Make use of both sides of the leaflet, don't cram too much info on the leaflet, less is more.

Have your leaflet professionally designed and don't have too many printed, smaller quantities that you can change often is best.

#8 BLOGGING

A blog is nothing more than a short article written about your business, products or services.

It may be answering a question or showcasing a new product and is a great way to get a message out to people about your brand.

Once written and on your website, you can share this on social media to create awareness and drive traffic.

You could also offer to be a guest blogger on other business blogs you have synergy with.

Again keep an eye out for potential collaborations and offer to write articles.

That way you get showcased in front of a whole new audience and the other business loves you for adding content to their site and saving them the time.

It's also great for getting backlinks to your site, which is great for your Google ranking.



#9 PR

PR is out there for the taking but the key to this is having something that is newsworthy and doesn't feel like a blatant add in disguise.

Think about something you are doing in your business that would be newsworthy.

Are you involved in a charity event, have you entered or won an award, or are you running a competition to find the best garden in your town.

Whatever it is, find an angle that local people will want to read about then approach your local paper, radio, magazines with the information.



#10 RUN YOUR OWN EVENT

It's great to be at other peoples events but what about running your own?

Running your own event is a great way to get people into your premises and knowing about your brand.

Perhaps a lunch and learn or an open day, an evening social or a charity afternoon tea.

Whatever it is, try and link it with your business products and services so it doesn't feel out of place and don't forget to get some pre and post PR from it on your social channels.

#11 COLLECTING CUSTOMER REVIEWS

Reviews are the lifeblood of any business and most small business owners are not only really poor at collecting them but dreadful at using them for anything meaningful around brand awareness.

This is where you could really shine above your competitors.

Collect customer reviews at every opportunity, keep them fresh and up to date and then take the reviews and use them on social media, your website, leaflets, everywhere that potential customers are looking in, to really stand apart from your competitors.

It's not bragging, it's genuine honest feedback being used to give confidence.

#12 COMPETITIONS

Do you run competitions?

If not, it's a great way to get people engaged with you and your brand.

Think about the competition carefully, where you are going to host it, what the prize is, when the cut off point is and more importantly how you will use the competition to leverage your brand.

All too often I see small businesses doing some great competitions but you never get to see the winner and don't forget a little thank you reward for all the people who entered, who didn't win.

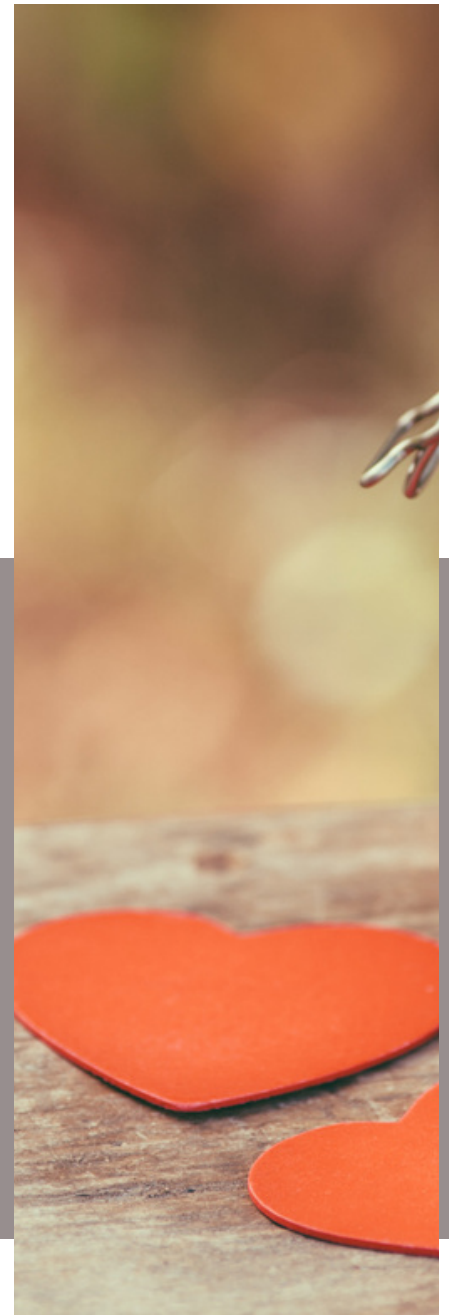
#13 CHARITY SUPPORT

Local charities are always looking for business support and sponsorship but rather than just dipping into the till and donating money or taking a stock item and handing it over, really think about how you can support a local charity in a way that really showcases your brand too.

Charities these days are much more savvy where this is concerned and will have a plan to give back to the business.

Usually they will have a big database themselves so you can perhaps ask to access this or to be showcased on their website as a partner.

Whenever you do anything for charity, make sure you use it again for PR, social media posts and blog about it. It's a really great subliminal way of showcasing your brand and your brand values.





#14 SIGN WRITTEN VEHICLE

Do you drive a van or car to work? Why not have you brand on it.

A good sign written van speaks volumes about your business, be creative in the decals you put on so that it's memorable and a head turner.

Also don't forget your car, even driving to and from your place of work, some decals can give those all important touches about your business.

These decals don't need to be permanent, you can ask a local sign writer to make you some magnetic signs that you can add and remove as you wish.

#15 REFERRALS & RECOMMEND A FRIEND

Your existing customers already love you so why not use them to help promote your brand.

Ask them who they know who would also benefit from products and services you offer.

You can do an incentive scheme for your customers with a little reward for referring someone as well as an incentive for the new customer they have referred.

It's a great way to tap into the networks of other people around you.

#16 TEXT MESSAGING

This area is massively underused and like email, you need mobile numbers to be doing this so if you're not collecting them... **START NOW!**

When you get a text message, how quickly do you open it to read it?

Unless you're driving or asleep, it's almost instant yet very few businesses are using this method of marketing.

These messages need to be short and to the point, a link to your website or offer is fine but remember, on mobile people are unlikely to take too much action that takes them elsewhere.

Oh and if you are linking to your website, make sure that's mobile optimised too.



#17 TALKING TO PEOPLE

Good old fashioned telling people.

Everyone you meet, talk to them about your business.

Not in a verbal vomit sort of way but in a passionate, love your business sort of way. When I am talking about our business it lights me up, my speech gets a little faster as I become an evangelist for what we do.

I know this as a contact of mine pointed it out, in a good way.

Sometimes it's easy to think people don't want to hear about your business but done in the right way, then they will be interested and engaged and if not, they are not your super customer anyway!

DAVID & GAYNOR RAMSDEN

HELPING YOU...

- Communicate** Your Brand!
- Connect** You With The Right People
- Convert** Them Into Paying Customers



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HOW WE HELP

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SO WHAT NOW?

We hope you enjoyed this e-book and found some of the ideas useful to implement straight away in your business

WANT MORE?

Get in touch with us to discuss any of our services or to book a power hour or discovery call around how we can help you grow your micro business.

JOIN OUR COMMUNITY

Marketing For Micro Businesses. We are on Facebook and our group supports other businesses like you to grow.

We have workshops, weekly Q&A's and regularly share growth tips and advice.

Checklist

Tick off how many you're going to try

- | | |
|---|---|
| <input type="checkbox"/> #1 Social Media | <input type="checkbox"/> #11 Customer Reviews |
| <input type="checkbox"/> #2 Networking | <input type="checkbox"/> #12 Competitions |
| <input type="checkbox"/> #3 Awards | <input type="checkbox"/> #13 Charity Support |
| <input type="checkbox"/> #4 Local Directories | <input type="checkbox"/> #14 Sign Written Vehicle |
| <input type="checkbox"/> #5 Email Marketing | <input type="checkbox"/> #15 Referrals |
| <input type="checkbox"/> #6 Collaboration | <input type="checkbox"/> #16 Text Messages |
| <input type="checkbox"/> #7 Blogging | <input type="checkbox"/> #17 Talking to People |
| <input type="checkbox"/> #8 Leaflets | Add your own things you want to try |
| <input type="checkbox"/> #9 PR | <input type="checkbox"/> |
| <input type="checkbox"/> #10 Run Your Own Event | <input type="checkbox"/> |



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