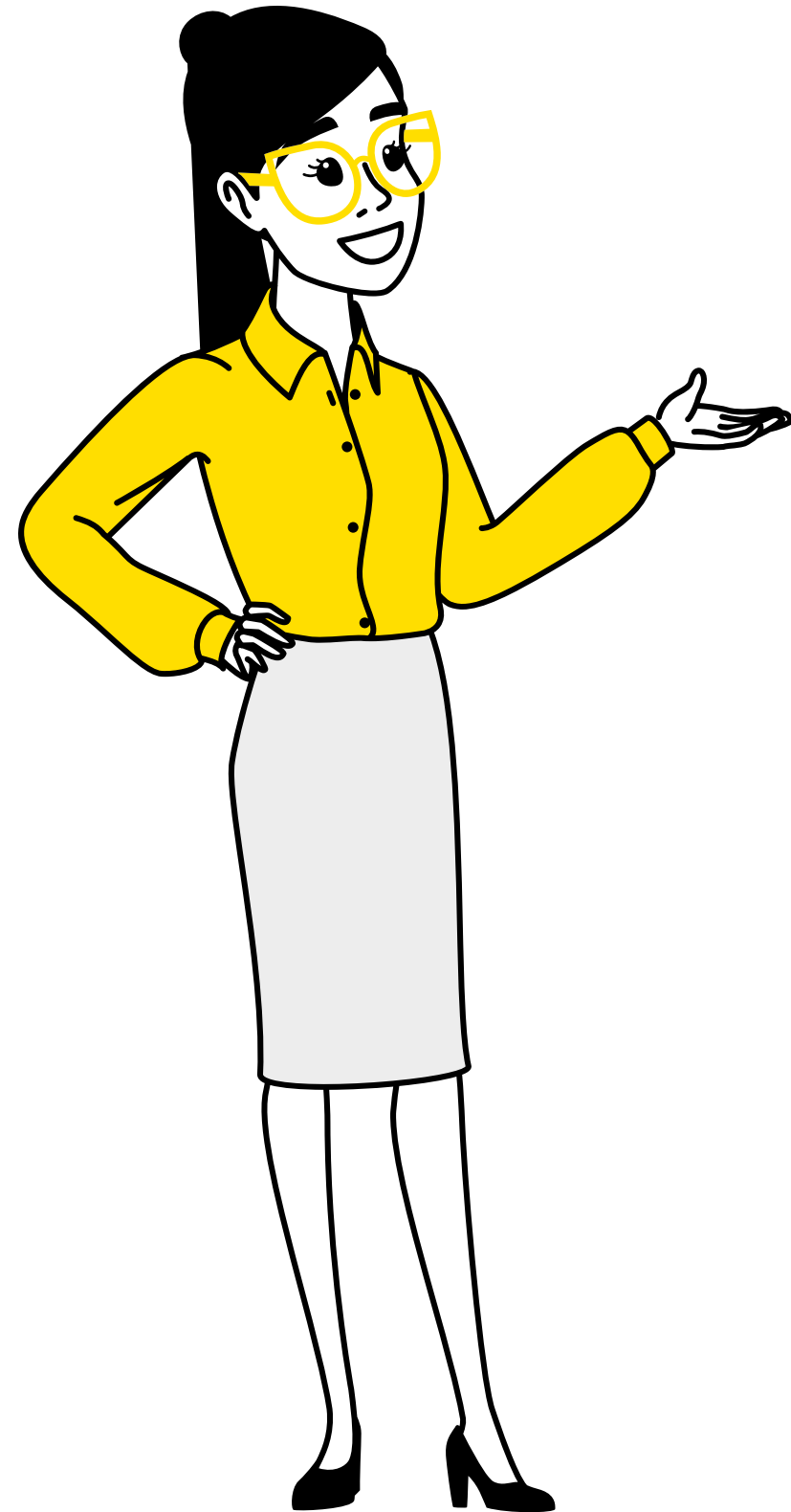


Business Growth



01 Improving your website

02 Providing free value

03 Building connections

04 Growing your online presence



Mirror Image
Agency

Improving your website

● Clear CTA's

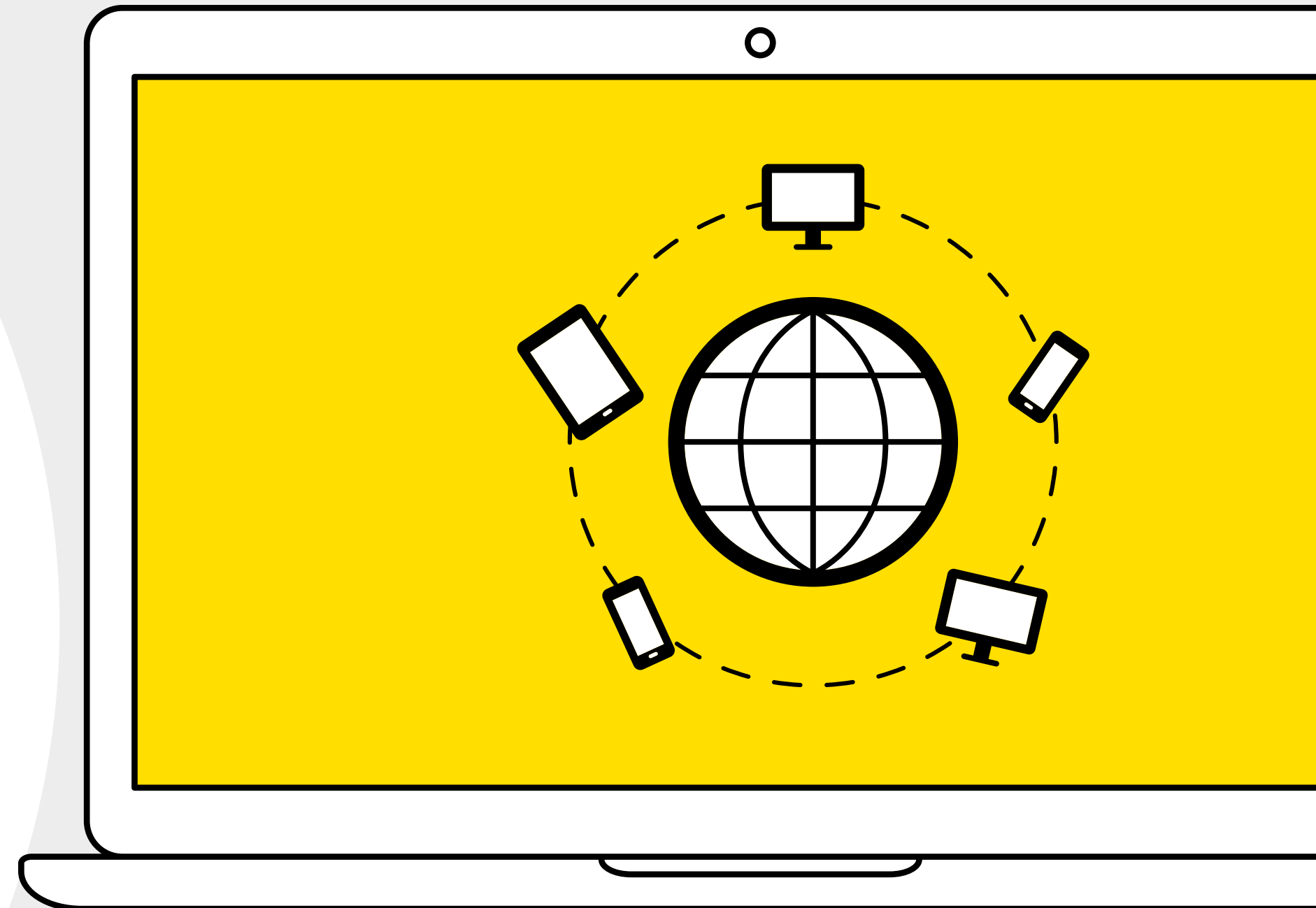
You want to treat everyone who visits your website as a potential customer. It's essential they know the next step after they've read all the information. Examples of these are "SIGN UP NOW" or "GET STARTED"

● Using a simple blend of colours

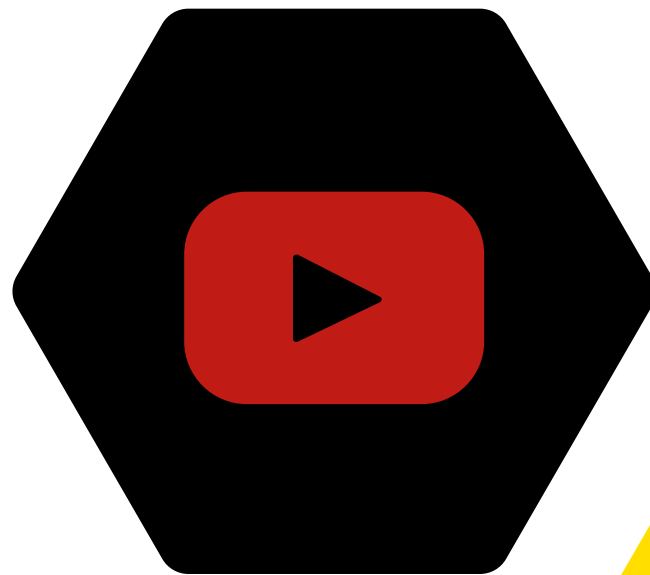
The colours you use will determine how the user feels when they're on your website. Use bright colours to catch attention and make sure the colours contrast to keep their attention.

● Keep the content fresh

View your website like any other social media platform, you must be updating the content every so often. Keeping the content fresh will increase your traffic and engagement due to the fact that you will be targeting more problems within the community.



Methods of free value



Youtube

Be sure to make videos giving free knowledge to your community, other followers and connections.

Blog posts

Blog posts are great to connect with your local community and also share any knowledge and expertise to solve problems.



Newsletters

Newsletters are great for providing free value as you are able to easily automate this process and make your posts attractive with a wide range of templates.

Social Media

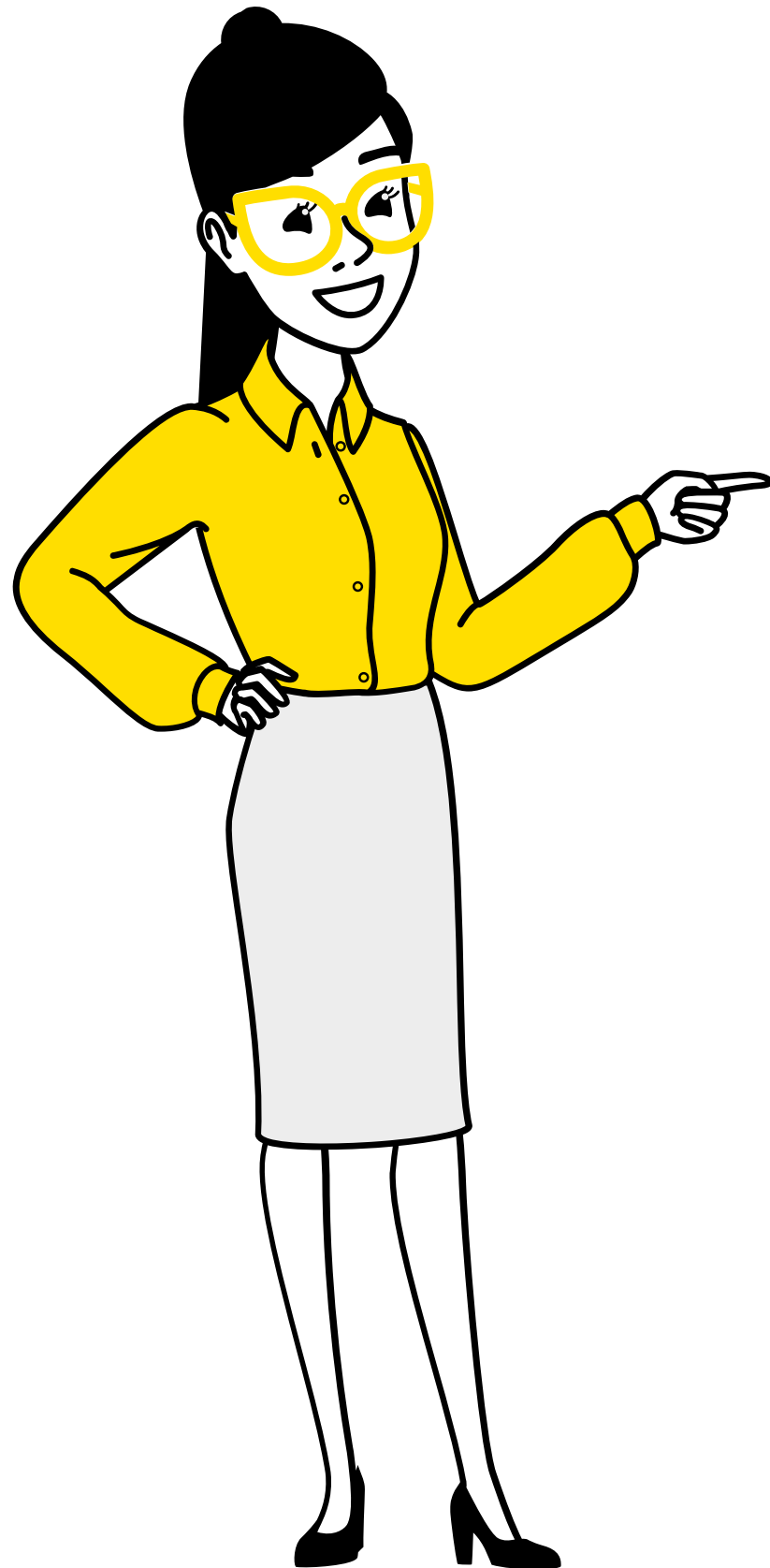
This is a very straightforward but easy way to provide free value. This is because of the high potential for engagement and the easy-to-create posts.



Building long-lasting connections

Building these connections can be very daunting to begin with, as you may not know where to start or what to say, and that's perfectly normal. So I'm going to show you what to keep in mind when building these connections so they last a lifetime.





Things to do when **building and maintaining** connections

- ✓ Never leave a conversation knowing you could've provided more value.
- ✓ Understand their issues and always be willing to help, even if you yourself cannot resolve it.
- ✓ Treat them as your friend. You don't always have to talk about ways to improve their business.
- ✓ Answer any questions they ask and don't be afraid to ask questions yourself, once you've given them some free value.

Improving your social media presence



Use keywords to optimise search results

Experiment with different keywords to help you get up the algorithm ladder and boost your awareness.



Use ways to get your followers involved

You can achieve this by asking questions in your post, you could use a polls or questionnaires.



Engage in other people's posts

This will really show your passion towards the industry and how you can help other businesses like yours connect better with their community.



Protect your image

This is extremely important but always be very polite and welcoming to anyone who is new to your page. Having a good reputation is the key to a happy business.





**Thank You
For Your Attention**