



MARKETING NEWSLETTER



Transform Your Marketing with These Innovative Ideas

Running a business can be stressful, and sometimes it's hard to come up with other ways to improve and grow. Marketing can also take up a lot of time, which can add significant amounts of unnecessary stress. Now with more ways to market your business than ever before, you can pick and choose which methods would suit you the best, because after all your methods and strategies must align with your business.



Gaining customers through word of mouth via free content

It's more than likely you're doing this already but there's other ways you can achieve this. For example, building connections within your community in order to either make a sale or benefit your business another way.



Improvement to your website

One of the biggest things that gets less attention than ads themselves are websites. Making sure your website is attractive by using contrasting colours, high quality images and free content is essential before looking at running paid advertisements.



Running paid ads via social media

There's many websites to choose from, however, choose wisely as certain apps have different audiences and needs. Create an effective ad with limited fonts, using stories and not sales, including social proof and including urgency as your final step.

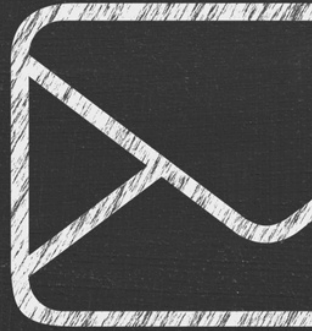
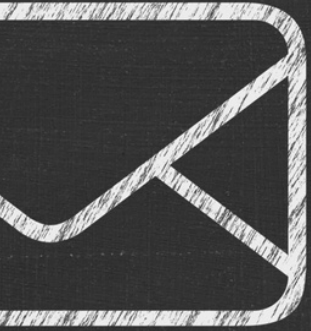
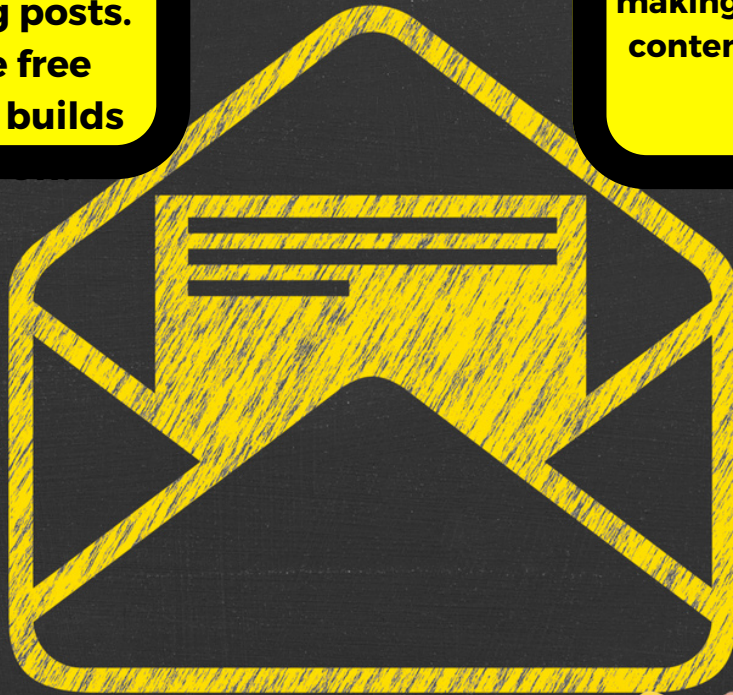


WORD OF MOUTH

Make free content about the knowledge you know that could be useful for the general public. This could be Youtube videos, info-products, social media posts, blog posts. Always provide free information as it builds

WEBSITE IMPROVEMENT

This can directly link into the word of mouth technique. This is because you should be uploading the free content onto your website so that people can see it when they pass by. Even when you aren't making connections your free content is still being read by someone else.



PAID ADVERTISEMENTS

This is the best and quickest way of getting new customers through the door, and also improving your online presence. To make these work I advise applying the website knowledge first. This is because most of your ads will re-direct the user towards your website, where either a sale is made or you gain their information to sell to them in the future. Facebook is the best platform with it's easy to use interface and precise targeting.

