10 Steps to self-employment – Starting a Business

Step 6: Advertising?

It is all well and good building a fabulous business but if no-one knows you exist and can therefore not purchase your good or services, you will not be very successful and indeed do not really have a business at all.

The good news is that there are some great ways to promote your business.

Providing a well-planned, accessible, interesting and informative website is a great place to start. There are many free click and drop websites that can quickly get you a presence on the internet. A professional website that includes all the tricks of the trade to put your site up the ranks is one you should consider. They vary greatly in both price and quality so please shop around or look for recommendations.

The current pandemic has taught us you can ignore an online presence. As more and more people shop online it is imperative you place time and resource into as good a presence as you can afford.

Social media is a love or hate scenario in many people’s eyes, however, ignore it at your peril.

Facbook, LinkedIn, Twitter, Instagram and so on. All have advantages, but you should ensure you choose the right platform that suits your requirements.

<https://www.facebook.com/business>

<https://business.instagram.com/>

<https://business.twitter.com/en.html>

<https://business.linkedin.com/grow/openforbusiness>

These are a few examples to consider.

Make sure your social media is relevant and it is both professional as well as interesting. If this is your route to market, imagine the customer is in front of you not remote. Short, concise relevant content. Stick to the point in hand. Research your audience needs and ensure you portray the benefits.

Printed materials may appear to be a tool from the past, however, there is still a place for leaflets, brochures, news print signage etc. Make sure before you commit money that you understand the likely impact such expenditure can have. Always measure the impact. Ditch what costs for little return.

Word of mouth is the number 1 way to gain sustainable business. If someone has said they obtained good service, a great product or service at a competitive price you are halfway there!

Online reviews and testimonials are essential, as is physical word of mouth.

Lastly networking groups can be a rich source of information as well as support and motivation during difficult times. Have you considered they could become your customers and start the circle of referrals!

To conclude advertising is a must do, it is not optional. This requires your time, a schedule of action and potentially a budget.