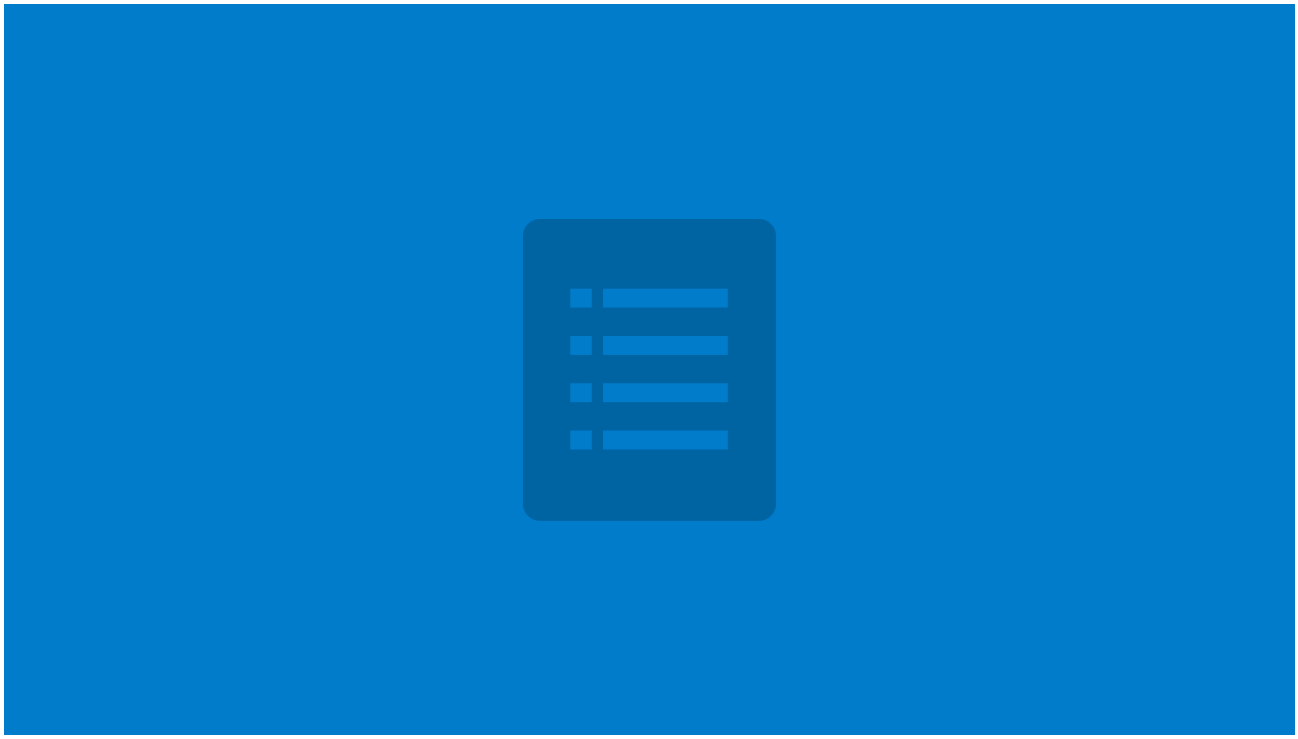
10 Easy Ways To Promote Your Business

Marketing can be complicated for any business, let alone a business that you run from home.



Content Marketing (SEO)

- [ ] Writing content that your target audience is searching for is the number one promotional method that I recommend.

Pinterest

- [ ] Many businesses find major success on Pinterest. It's a search engine that often gets put in a category with social media. But Pinterest that and much more.

Facebook

- [ ] Some businesses are perfectly optimized for social shares naturally. But more often than not, gaining traction on Facebook takes proactive work and advertising.

Instagram

- [ ] Instagram is a highly visual platform that allows you to connect with others based on interest. Many businesses promote on Instagram and grow a large following of raving fans.

Email Marketing

- [ ] Your email list is an important way to build dedicated customers and clients.

Affiliate Marketing

- [ ] If you know anything about affiliate marketing, then you may think it odd that I should mention it as a way to promote your business.

Craigslist

- [ ] This may sound like an odd way to promote your business, but I had to share it because Craigslist is where I found my first client.

Directories

- [ ] Especially useful for local businesses, online directories are a great way to promote your business.

Local Newspapers

- [ ] Many people still read the local newspaper. If there is affordable ad space, consider listing your business there.

Bulletin Boards

- [ ] Have you ever visited a local restaurant and noticed a bulletin board with papers tacked to it? People still read those!

Bonus: Direct Mail

- [ ] Despite the massive emphasis shifting to digital and video, direct mail remains highly relevant and popular. Of course, there are some demographics for whom it works better than others.

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