

# 5 Things You Can Do Right Now to Market Your Business.

*Here are 5 things you can do today that will increase your bottom line. By investing a little time you can expand the reach of your marketing message.*

1. Ask for embedded links for your website
  - a. Increase traffic to your website and gain more exposure for your business and your brand is to ask for other companies to embed a link to your website in their website.
  - b. Be sure and offer to reciprocate by putting their link on your website.
2. Social Media posts
  - a. Facebook works best if you:
    - i. Build a following
    - ii. Pay for boosts
    - iii. Post frequently
  - b. Twitter best for dispersing info and asking people to contact you.
  - c. Instagram is most popular among young adults
    - i. This demographic may not have a lot of disposable income.
3. Buy a display ad
  - a. Ask for level of distribution
  - b. Ask for method of distribution
4. Have a Promotion
  - a. Run a special
  - b. Do something outside your business to attract notice
5. Talk to Potential Customers
  - a. Have a meet-and-greet at your office or business
  - b. Attend a “mixer” with lots of business cards.

**CONTACT THE TULARE DOWNTOWN ASSOCIATION FOR HELP IMPLEMENTING THESE STRATEGIES. (559)685-2350**