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## HOW TO MARKET YOUR SMALL BUSINESS

Owning a **small business** means that you might not have the finances available to create a massive marketing campaign. This is when you will need to come up with some affordable, yet successful ways to market your business to potential clients. There is nothing with keeping your marketing campaign in-house either. Consider this when trying to spend as little as possible while also being effective. **Emails** An excellent way to **market your business** is through the use of emails. Sending emails to current customers on a regular basis will let them know what your hours of operation are, what new products you are offering and what deals are taking place right now. You can send emails once per week, once per month, or bi-weekly. Just make sure that you do not fill your customers' inboxes with tons of emails. This is an extremely cost-effective way to market your small business. **A Welcome Kit** Even though the digital world is very important these days, printed information is also still a major help when marketing a small business. One such method is the use of a welcome kit for your customers. Welcome kits can be sent to people who move into the region from out of the area, to announce your arrival to the region or even just as a simple reminder about the services your company offers clients. The welcome kit should explain what services/products your company offers, information about your staff members and case studies that explain how your company provides value to its customers. **Customer Testimonials** A very cost-effective way to market your small business is through the use of customer testimonials. When you provide a product or service to a client, ask them to provide your company with a testimonial about the job when they send in their final payment. It can be as detailed as they would like. Let them know that it might be published on the company website or in a trade publication so you get permission from them to use it at the company's leisure. When building your network of customer testimonials, it is helpful to **create online profiles for your company on Google+, Bing Local, Yelp and other sites** where you can be reviewed by customers. **A Website** And last, but not least, is having a website for your small business. If you have one, make sure that the company's address and phone number are easily visible. Also make sure that the website shows customers in a quick manner what your company does.

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