

4 Ways To Market Your Business



If you were thinking of starting a business, you'll need to learn how to get customers. Getting customers all comes down to how you market your business! There are many different ways you can market your business. However, these are three common ways that most, if not, everyone should take advantage of!

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<https://youtu.be/iR6ATUw0BIU>

are a tremendous tool to use when you're looking to build any type of business! These ads allow you to create a visual add that will be displayed to a targeted audience on both Facebook and Instagram!! This audience can be adjusted to a specific demographic or

market! For example, you are able to adjust the age range of the people you would like your ad to show up for! Furthermore, you're able to adjust the amount of money you want to spend on it! Above is a video by Kevin David who explains more about Facebook ads!

This means that if you only want to spend 7 for 7 days (\$1 a day), your ad will show up to a very small audience compared to if you were to spend more money per day. However, the wording and type of ad make a difference! I've personally had two ads run at the same time for the same amount of money. However, one ad would outperform the other by a mile! Don't think that every ad will perform the same. If you have ads that perform very well on a small budget, imagine well they'll do on a larger one.

works in a similar fashion to Facebook ads. You have to set a daily budget and keywords that you want your ad to show up for. Once this is done, your ad will show up when people search those specified keywords! However, your ad will now show up as one of the top spots when people search for your keywords! There is one problem with this is that if you're not spending a lot of money, you may not get too many clicks. This is because larger companies are spending a lot more on that google search placement. If we are comparing, you would be better off with Facebook ads.



3. Market Door To Door

The door to door marketing is something I hold near and dear. Although it may seem very old school, it can still be very effective! Many large businesses such as Bell and Rogers have teams that sell door to door. Furthermore, these specific teams often generate a large chunk of annual sales!

Door to door does have its share of disadvantages because it is very time consuming and people can see it as bothersome. However, it is still definitely worth integrating into your business the start when you want to keep costs low. Remember, if you're handing out flyers, remember to choose cheaper options because many people tend to throw them out without reading!



4. Social Media Marketing

Social media is currently the holy grail of marketing. If you know how to work it, you can make a successful business without spending a dime in marketing! Things like posting a picture on Facebook, Instagram, and Twitter with hashtags can really go a long way.

If you are using quality hashtags that relate well to your picture and content, more people will be able to see it! This also uses the concept of word of mouth.

How many times has someone showed you the social media of business or person that you've never heard of? Social media can be an extremely powerful tool if harnessed and used correctly!

