

Mil's Tech
Solutions

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Increasing Your Reach

Engage. Expand.
E-Market.

Overview

Marketing for the small business owner can be overwhelming. You have a limited budget and limited time. There are so many marketing activities out there: Email, Direct Mail, Facebook, Twitter, Pinterest, LinkedIn, SEO, SEM, and all the other acronyms. Establishing a digital presence is one thing. Increasing your reach is another. With this quick read, you should gain some insight whether you are a new business or an established business in how to establish your reach and how to increase your reach.

Which ones are the right activities for your business? How often should you do these things to grow your business? Establishing your businesses goals, determining how much time and budget you have and then creating a marketing plan to meet those goals will answer these questions. Marketing is an investment in your company and takes consistent hard work, but if you stick to a plan you will see the results you want. Your marketing plan will evolve as your goals change and your business grows. You should update it periodically as you start engaging in more marketing activities and measuring your results.

Engage Your Community

- Host Events
 - The type of event you might choose to host will depend largely on your business type. Perhaps a class, workshop, demo or event in support of a worthy cause or charity would appeal to locals. Maybe a fun event for the local youth would attract a sizeable crowd. Considering the interests and values of your potential customers can help you to come up with idea that will actually work, an idea that will increase your reach.
- Attend Events
 - Along the same lines, attending local events can also get your business on the radars of more people. How? It gives you the opportunity to network with other attendees. To that end, it's smart to keep business cards (and maybe even some brochures) handy, not just for potential customers but also potential partners.
- Team Up With Another Business
 - Speaking of partners, partnerships can be a great way to get your business name out there. That is, of course, if the business of your choice is not a competitor but compliments your business in some way. Additionally, the two of you must have audiences that will be interested in what the other offers. If these two criteria are met, the groundwork is there for a mutually beneficial relationship.

Grow on Google Search

In short, search engine optimization (SEO) involves improving various website elements so search engines can understand its relevance and value in relation to popular industry-related search terms. Higher rankings in search results lead to increased awareness of your brand and more site traffic.

Now, you're probably thinking, "That sounds like just what I need! How can I do this SEO thing?"

Because search engine optimization encompasses so many things and ranking factors are always changing, the best option is to, at the very least, consult with a digital marketing expert. That way, you can be sure that you're using ethical means and can actually accomplish your long-term goals.

You're



Soar with Social Media Engagement

- Organic Social Media
 - Organic means free in the world of social media marketing. By “free,” we mean social media marketing efforts that don't involve spending money on advertisements. Organic social media marketing leverage strategies like using hashtags or working with influencers to promote a brand.
 - Collaborate with another complementary business on a social media campaign. Create posts together and share them during the campaign period. In order for this partnership to be a success, both businesses need to tag each other in these posts. This helps each business reach new, related audiences. Ideally, the business you collaborate with has an audience that is similar to yours.
 - Reach new people by asking followers to tag their friends. Post an event you're having, or post a neat deal you have going on, and ask followers of yours to tag friends or share your content to their stories. "Digital Word of Mouth is advantageous to growing your business as your followers market for you.

There is undoubtedly a lot of work that goes into establishing and increasing your reach. I would be lying if I told you that it wasn't. The neat thing is that you don't have to go about this alone. There are a lot of free consultations that can at least give you food for thought and a sense of direction. Here at Mil's Tech Solutions, we can give you a game-plan into where you are and where you'd like to be and help you accomplish those goals! Contact us today for a free consult into any woes you have with your digital presence!

Thanks for reading!