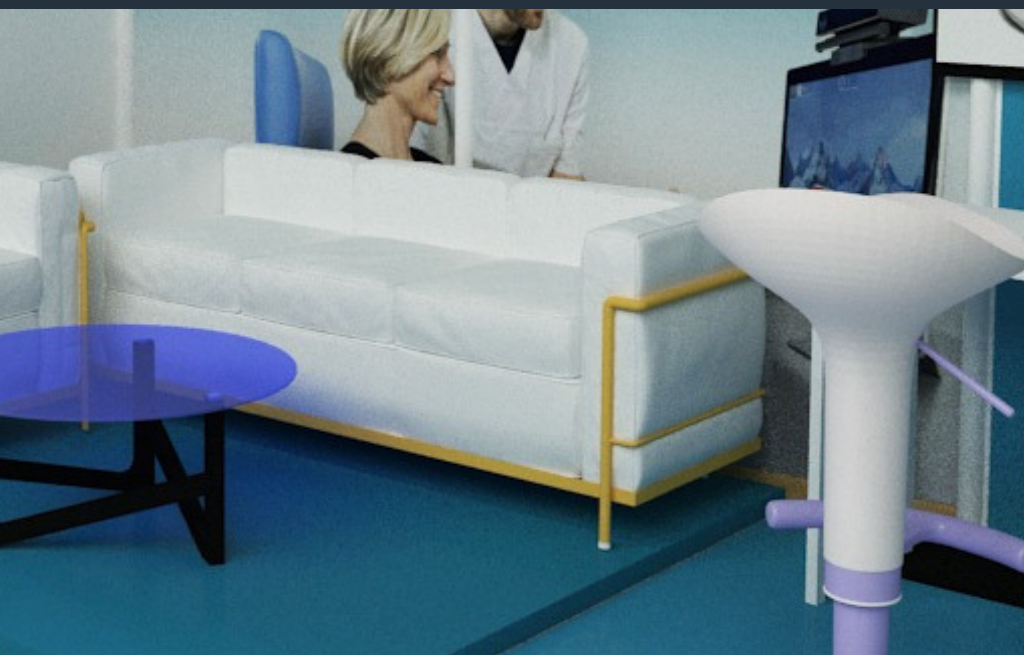




THE ULTIMATE BUSINESS PROMOTION GUIDE



PROMOTING BUSINESSES

There are 11- ways to improve your company visibility without spending money:

1. Develop a content marketing strategy and educate your customers and address their pain points. You can create blogs, videos, podcasts that showcase your expertise and value proposition.
2. Seek out co-marketing opportunities with other businesses or organizations that share your target audience. You can collaborate on webinars, e-books, newsletters, or social media campaigns that cross-promote each other's products or services.
3. Post regularly engaging with your followers and optimizing your profiles for SEO.
4. You can also use hashtags, stories, reels, or live videos to increase your reach and visibility.
5. Increase community engagement by creating or joining groups, forums, or chats related to your industry or niche.
6. You can also host Q&A sessions, polls, quizzes, or contests to encourage interaction and feedback.
7. Offer free trials or free resources that demonstrate the value of your product or service.
8. You can also create lead magnets, e-books, checklists, templates, or guides with an email address to download.
9. Arrange giveaways that incentivize your existing customers to refer to new ones.
10. Partner with influencers to promote your brand and offer discounts or prizes to their followers.
11. Encourage user-generated content by asking your customers to share their testimonials, reviews, photos, or videos of using your product or service.

Chapter 1

Introduction to A Co-marketing Campaign

By TalkDigi

A. Co-marketing campaigns are when two or more companies work together to promote a shared offer or product to their combined audiences.

Volvo Driving School - LEGOLAND California: Volvo sponsored a driving school attraction at LEGOLAND California, where kids could learn how to drive a miniature Volvo car. The campaign helped Volvo increase its brand awareness and affinity among families, while LEGOLAND benefited from Volvo's sponsorship and promotion.

Uber and Spotify: Uber and Spotify collaborated to create a personalized music experience for Uber riders. Spotify Premium users could create special playlists for their commute, which would play automatically as soon as their Uber trip started. Uber users could also control their music right from the Uber app without having to open Spotify. The campaign helped both companies increase their user engagement and loyalty, as well as cross-promote their services.

BuzzFeed and Best Friends Animal Society: This co-marketing campaign involved BuzzFeed and Best Friends Animal Society creating a quiz called "Which Dog Breed Are You?" The quiz was hosted on BuzzFeed's website and featured cute photos of dogs from Best Friends Animal Society, a nonprofit organization that helps homeless pets. The quiz also included a call-to-action to adopt a dog from Best Friends Animal Society or donate to their cause. The campaign helped both companies generate traffic, leads, and awareness for their brands and mission.

HubSpot and Canva: This co-marketing campaign involved HubSpot and Canva creating an e-book called "How to Design the Perfect Logo". The e-book was co-branded and co-promoted by both companies and offered valuable tips and tools for creating a logo using Canva's online design platform. The e-book also included a lead generation form that captured contact information from both HubSpot's and Canva's audiences. The campaign helped both companies generate leads, educate their customers, and showcase their expertise.

Red Bull and GoPro: This co-marketing campaign involved Red Bull and GoPro partnering to create extreme sports content that featured both brands. Red Bull sponsored various events and athletes that used GoPro cameras to capture their stunts and adventures. GoPro then distributed the content on its website, social media channels, and YouTube channel. The campaign helped both companies increase their brand exposure, reach new audiences, and create exciting content.



BUILD YOUR FREE RESOURCES

4-effective ways to showcase your expertise, attract leads, and provide value to your audience are:-

Identify your target audience and their needs. Before you create any resource, you need to know who you are creating it for and what problem you are solving for them. You can use tools like Google Analytics, SurveyMonkey, or Type form to collect data and feedback from your potential customers and find out what they are looking for.

Choose a format and topic for your resource. Depending on your audience and your goals, you can choose from various formats and topics for your resource. Some of the most popular formats are e-books, guides, checklists, templates, webinars, podcasts, or infographics. Some of the most popular topics are how-to-do, tips and tricks, best practices, case studies, or industry trends.

Create your resource using free tools. You don't need to spend a lot of money or time to create a high-quality resource. You can use free tools like Canva, Easel.ly, Squarespace Free Logo, Adobe Color CC, or UI Faces to design and edit your resource. You can also use free tools like Business plans templates, or Lightspeed Resources, to find and customize ready-made templates for your resource.

Promote your resources using free channels. Once you have created your resource, you need to get it in front of your audience. You can use free channels like social media, email marketing, blog posts, guest posts, or co-marketing campaigns to spread the word about your resource. You can also use free tools like Google My Business, Yellow Pages, Yelp, or Foursquare for Business to increase your online visibility and reach more potential customers.