

Seven Steps to New Business Promotion

How can you let people know your business is on its way to success before it even opens its doors? Here are seven simple strategies, ranging from deciding where you want to take your business and spreading the word via various media outlets to handing out samples of your product to potential clients.

- 1. Develop a marketing plan** - Where are you now and where do you want to be? A new business marketing plan should be formulated well in advance of your company's grand opening. Once you have your marketing plan developed, you can begin to initiate the steps of new business promotion, even before the doors open.
- 2. Leverage blogging and social networks** - If you blog daily, talk about your business before it officially opens. You can either create a blog on your company's website, or if you already have a following on a personal website, then feel free to direct media attention to your new business endeavor. If it could help you, try using YouTube to get the word out about your business. For example, if you are opening a new florist shop in town, consider videotaping yourself putting together a wedding floral arrangement.
- 3. Be passionate about what you do** - Even before you open the doors to your business, you should set a friendly tone. When calling potential clients, smile! It will actually alter the tone of your voice.
- 4. Know that branding is more than a logo** - Branding works wonders for customers' perceptions of your business. You can indeed begin your branding efforts before you open your doors. Put your logo on promotional products, business cards, and magnets. Your very first advertisement in the local paper or online should reflect your branding strategy.
- 5. Use words in a new way** - Are there any industry words you could use creatively when spreading the word about your business? Avoid using jargon or acronyms, and rather work to brainstorm unique slogans.
- 6. Incorporate promotional products** - Targeted promotional products can be a worthwhile investment that will pay off exponentially. For example, if you sell wholesale candles, consider sending a lighter with your logo to prospective clients. This will ensure that you stand out from your competitors while you simultaneously establish your brand in the eyes of your future clients.
- 7. Send samples to local businesses with whom you have a synergy** - Think about other local businesses that are not competitors of yours, but share the same client base. For example, if you want to start a dog bakery, meet with the owners of doggie daycares and play clubs. You can distribute free samples through these companies and watch your customer base grow quickly.

A good business owner is constantly handling new business marketing - even before the doors of the business open. By employing these strategies before your grand opening, you are well on your way to profitable success!