



**20 CREATIVE & NOT SO
CREATIVE WAYS TO
ANNOUNCE YOUR
BUSINESS**





20 Creative & Not So Creative Ways to Announce Your Business

1. Use your friends and family on social media without being too annoying. Post different colored logos, fonts or business cards on Facebook and Instagram asking which they prefer. You just gave them value by wanting their opinion, while announcing your business!

2. Yelp and Google Ads are worth it. This may seem obvious to some, but I have seen so many businesses miss this part. It takes a few minutes to set up and make it look appealing. It is worth it! Thanks to the convenience of apps, it's easy to update and respond to customer inquiries after the initial set up. Google will call you to verify your information is correct in attempt to sell you on products. If you ignore their phone calls for about two weeks, they stop. Or so I've heard...

PRO TIP: Make sure you set up your profile on Yelp Business and Google Business. Chances are the personal versions appear first in your search results.

3. Nextdoor, Craigslist, and neighborhood sites. Nextdoor has become quite popular. They have a section to add businesses. You can also receive recommendations from neighbors. There is an app and a website. <https://nextdoor.com/> If you are opening a service-based business, Craigslist has a "services" section you can post in. Even if you are an online company without border restrictions, you can claim your current area as your home location. Chances are you have a post office box somewhere.

4. Check out your Chamber of Commerce. The possibilities are endless with a lot of Chambers. Weekly or monthly networking events that won't break the bank. They may even be a tax write-off. You can always opt to join and have your business published on their website and/or in a catalog. Check out their website and see what is available. If the local Chamber of Commerce isn't very active, chances are there is a local group or club that connects businesses. Google and ask around. If not, what better way to be noticed than by creating one!



5. Find an Influencer, Brand Ambassador or Mentor. These people tend to cost \$\$\$\$. You may be in a position where you can trade services. They can guide you or promote your company for you. Do your due diligence and ensure that your morals and ethics align. Can't afford this option? Try podcasts, books, and websites for more resources and guidance.

6. Can you volunteer your services or donate a product? Check out your local community center, women's shelter, Boys and Girls Club, and local non-profits. While this may not pay off immediately, you will be remembered for your generosity and people WILL share their story of your generosity with others. People want to buy from businesses that support causes. Not sure where to find them? I have you covered! <https://greatnonprofits.org/near-me/> and <https://www.volunteermatch.org/> are great places to start. Don't forget a letter or form to receive a tax write-off!

Don't have a service or product that you can offer? Why not volunteer some time? Volunteers are generally warm-hearted people. They will strike up a conversation and you just made a connection.

7. The top three. Blogs, YouTube and Podcasts. Do you like to write? Would you rather be in front of a camera? How about talking without video? There are so many free and cheap resources out there to get started. My recommendation: pick ONE! Trying to maintain all three of these is a full-time job.

PRO TIP: Consistency is key. Whether it is emails, blogs, YouTube, Podcasts or social media, you have to demonstrate consistency if you want your potential customers to take you seriously.

8. Feeling Lucky? Whether you do a raffle on your social media or find a local community event, this can be great advertising. Make sure you have nice packaging and include some business literature or a business card. Have a service to donate? Make a professional looking gift card and stick it in a thrift store frame with a card stock background. There's room for a business card behind the card stock too. Your welcome!



9. Hot off the press! Don't overlook a press release. Some people still enjoy flipping through the Sunday paper. That paper is also published online and quite possibly on social media as well. Are you an expert? Volunteer some time to be an expert on a news segment. DO NOT call the local station and ask about this option. They will ask for thousands of dollars for your guest appearance. Instead, subscribe to HARO emails (<https://www.helpareporter.com/>) or see what is trending at your local news station and send in your pitch. Don't be discouraged if your first attempt is a flop. Try again!

10. SWAG BAG! Who doesn't like free stuff? Give away samples. Everywhere you go. Oops, I dropped a free sample on the restaurant bathroom counter. Still have a 9-5? Place a basket on your desk. Watch them disappear when you get up to go to the bathroom. Get some work done at Starbucks with a basket labeled "Free. Yup, that means YOU". Okay, it can just say Free or whatever you would like to convey the message. Leave one with your tip the next time you go out to eat at a restaurant. Don't have a product to give away? Stickers are HUGE right now. Check out Etsy, Amazon or Vista Print.

PRO TIP: In case I haven't stressed it enough, consistency is key! Pick two platforms. Once you are managing those successfully and consistently, add more or hire someone to manage it all!

11. Become an Expert. While you are busy being an expert on the news or trying to decide if you are brave enough to be on TV, be an expert on a panel or summit. There are sooo many summits and online events happening. Find your niche or closely related relative to your niche and connect! What's the worst that can happen? They can say no. If you handle yourself with the poise and professionalism that I know you have, you may be asked to join them in the future. Be sure to stalk their business on social media platforms so they can see how great your product or service is.

12. Pinterest? I haven't dabbled here outside of my own personal interest. I have heard lots of chatter among professionals about how popular Pinterest is for businesses now. Did you know there is a Pinterest Business platform? <https://business.pinterest.com/> You can subscribe to their emails and receive tips and trainings. There are professionals that provide trainings on all things Pinterest as well. Don't know what to post for content? I hear giving tips is a great method.



13. Pre-Launch Landing. Creating a buzz? Make sure you have a landing page to refer people to. You can't get them all excited and not have somewhere to send them to. Well, you can but it won't be very effective. Even if your website says coming soon, make sure you are asking for their email so you can notify them of opening specials and get in front of their face on a regular basis.

14. Cheers! Don't overlook a meet and greet or launch party. Though this is more cost effective in a stick and bricks business, explore your options and friend connections. Who do you know that has a killer space to rent cheaply for a party? Make sure you have plenty of printed media for this event. How about signs, napkins, or tablecloths with your Instagram handle? Run a prize drawing randomly selecting one of the many attendees that tag your business on their social media post. How about a photo area with props that has your logo and social media handle on the backdrop?

15. FOMO! Run a killer opening promotion with a short time limit. Talk about boosting sales. Everyone has a Fear Of Missing Out whether they admit it or not. Remember all of those emails you collected on your pre-launch landing page? Don't forget to include them.

16. Advertising, of course! Before you go buy a big print ad, think long term. What about a vehicle decal or wrap? Do you know someone that drives around a lot that would be willing to plaster your logo on their window? Good drivers only need apply. Shirts, hoodies, hats...what do you wear? Have any partners or friendly endorsers? Why not give a T-shirt away in one of the many aforementioned giveaways? Now they are advertising for you! Remember those summit appearances you are making, those community events you are going to, the volunteer work and the networking Chamber of Commerce events you are attending? Take your custom tumbler with you! Check out @DawgDazeDezignz on Facebook or Instagram. I am not an ambassador for them, they just create killer tumblers!

<https://www.facebook.com/DawgDazeDezignz/>

<https://www.instagram.com/dawgdazedezignz/>

PRO TIP: Have you spotted any more possible tax write-offs??? There are lots!

17. Three big letters. SEO. What's that? Search Engine Optimization. If you are going to the trouble of creating a website, be sure invest in or learn about SEO. This puts you near the top of the Google search.



18. Facebook Groups. These can be set up to be more personable with your customers. They don't take the place of your business page; these are in addition to. This is a great place to conduct surveys, run promotions and create hype about the up and coming. Make sure it is set to public so anyone can join. You may want to hire a moderator or set the settings for an administrator to approve posts. Don't forget to monitor the content and incorporate some group rules to keep religion, politics and inappropriate comments to a minimum.

PRO TIP: Don't forget to research your target customer base and where they hang out or spend their time. Those are areas you want to target!

19. Reviews and Recommendations. The last time you were looking for a service or a good, how did you choose your vendor or product? Chances are you looked the reviews and recommendations. How do you build your reviews and recommendations without a customer base? Remember those friends of yours? Offer to exchange some services or goods for a review. Guess what, they have friends too. It only takes 3-4 reviews to get you started! They will be well worth it in the end, promise. Don't forget to showcase these reviews on multiple platforms.

20. Lead Incentive. Create a freebie! Not your product or service, but something that coincides with it. Something that builds trusts and shows that you know what you are talking about. Guess what, you are reading my lead incentive right now. Chances are I captured your email from this freebie. Don't worry, I won't spam your inbox. What knowledge do you have that others want to hear? Be sure not to give away too much information.

BONUS TIP: If you are not the first, then be the best. Who is your competitor? Stalk their business media. You can bet that Pepsi knows everything there is to know about Coke. Do you know everything about your competitor? Yes, then it's time to make yours better!

Feeling overwhelmed? I am here! Feel free to reach out and ask questions. I also offer consultations, individual services, and packages to handle your business needs.

You are not alone!

[HTTPS://NOMADICCOWGIRL.COM/](https://nomadiccowgirl.com/)