



7 Powerful Ways to Promote Your Business for **FREE**

Simple, Yet Effective Strategies to Get More Customers and Increase your Sales

Have you ever heard the phrase, "If you build it, they will come?" Well, unfortunately, that's not always the case when it comes to running a successful business.

You can have the best products or services in the world, but **if no one knows about them, your business will struggle to survive.**

That's where promotion comes in.

Think of your business like a great book that you've written. You've poured your heart and soul into it, but if you don't market it well, it will sit on the shelf, gathering dust. Just like a book needs a good marketing strategy to reach its audience, **your business needs a promotion strategy to reach its customers.**

When you attract new clients, you create more opportunities for your business. **With each new customer, you expand your reach** and increase your chances of attracting even more customers through word-of-mouth referrals.

More clients also means more security for your business. You're no longer relying on just a few customers to keep your business afloat. Instead, you have a steady stream of revenue that allows you to weather any storms that come your way.

When you promote your business effectively, you create awareness and interest among your target audience. You become top-of-mind when people think of the products or services that you offer.

Creating a Business That Enhances Your Quality of Life

When you started your business, you probably had some big goals in mind. Maybe you wanted financial freedom, or to make a difference in your community.

But as an entrepreneur, **it's important to remember that your business is just one piece of the puzzle.**

What's equally important is the impact it has on your personal life. Does your business:

- Provide a sense of **fulfillment and purpose**?
- Allow you to **spend more time with your family** so you can watch your children grow?
- Give you the **freedom to travel** or work from anywhere?
- Achieve your **financial goals** without sacrificing your personal life?
- Provide opportunities for **personal growth and development**?
- Allow you to pursue your **hobbies and interests** outside of work?
- Are you able to work with **people you respect** and admire?
- Are you able to maintain a **healthy work-life balance**, and avoid burnout?

Whether you're just starting out or you've been in business for years, taking the time to reconnect with your "why" can help you stay focused, inspired, and passionate about your work. So, take a moment to reflect on what's important to you personally, and use that as the foundation for building a successful and fulfilling business.

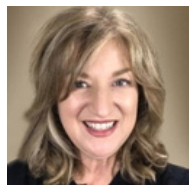
There are dozens of marketing strategies, but many of them come with a hefty price tag. That's I've created this guide to focus on free ways to promote your business to reach as many customers as possible.

Why should you trust me?

As someone who has run a website design business for 19 years and raised a child as a single parent, I know firsthand how important it is to make the most of your resources and find creative ways to promote your business.

Over the years, I have helped countless clients build their online presence and attract new customers through effective marketing strategies.

I have seen firsthand what works and what doesn't when it comes to promoting a business. I have tried and tested many different (free and paid) methods over the years and have refined my approach to focus on what really works - including the free methods that I'll be sharing in this guide.



In a single word, Ivana is incredible. She makes the process of creating a website, a truly empowering and effortless experience. There is no limit to Ivana's knowledge and professionalism. Not only is she keen to share her expansive insights with her clients but her greatest superpower is her ability to ditch the "tech talk" and make complex processes easy to understand. I highly recommend Ivana's services. She is one of a kind.

Georgina Ondaatje, Marketer - Empower Girl



Ivana's professionalism, knowledge and ability to craft a result that is geared to building my business is impressive. That combined with her timely completion and good communication made the process a simple and painless one.

Her pricing structures are geared to helping small businesses such as mine to have a quality web presence that is part of an effective marketing strategy. I have no hesitation in highly recommending Ivana Katz and Web4Business.

Michael Janz Celebrant

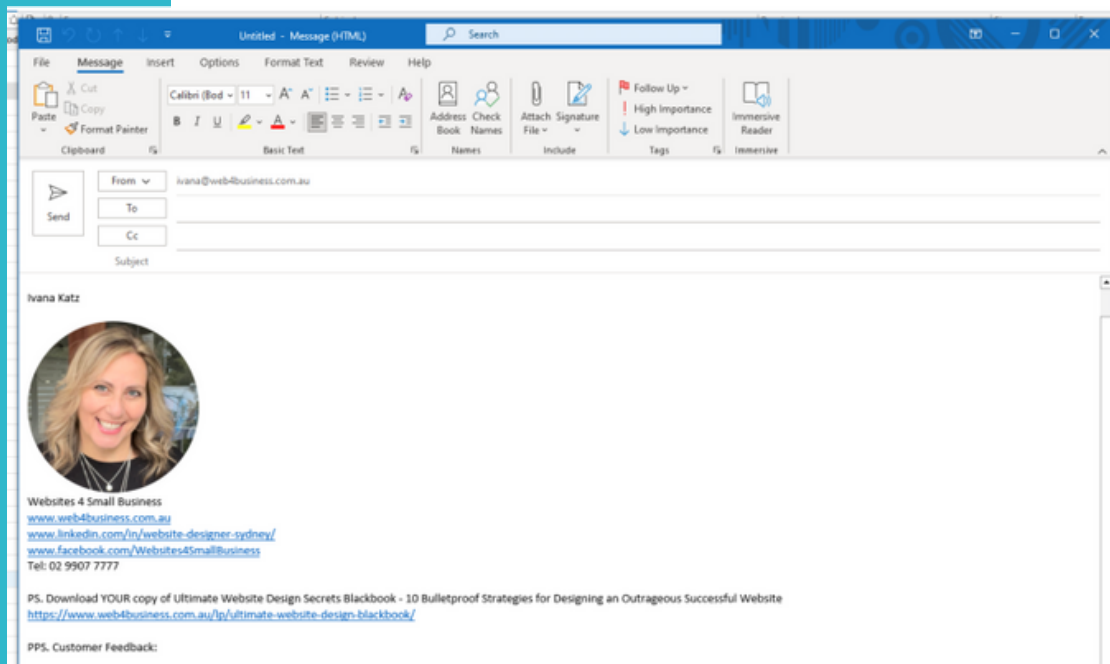


1. Email Signature

Every email you send should have an email “signature.” This is text that is automatically attached to the bottom of your email message. You can include:

- your name
- business name
- email address
- street or postal address
- website address
- phone number
- company slogan
- your photo
- testimonials
- description of your company / products / services
- giveaway

You can set up different signatures for different purposes. If you are unsure how to set it up, check out your email program’s help index.



2. Google My Business

Getting to the top of search engines, can be challenging and take time to show results, however, there is a way you can get to the top of Google or Bing, without paying a cent. Want to know how?

Set up Google My Business or Bing Places for Business Account.

Your free Business Profile lets you easily connect with customers across Google Search and Maps and Bing. This is particularly useful for local businesses.

Chances are Google and Bing has a listing for your business already. Claim an existing listing or add a new one. If your business has multiple locations you can add them in one go using the bulk upload tool.

[Click here for Google My Business](#)

[Click here for Bing Places for Business](#)



3. Social Networks

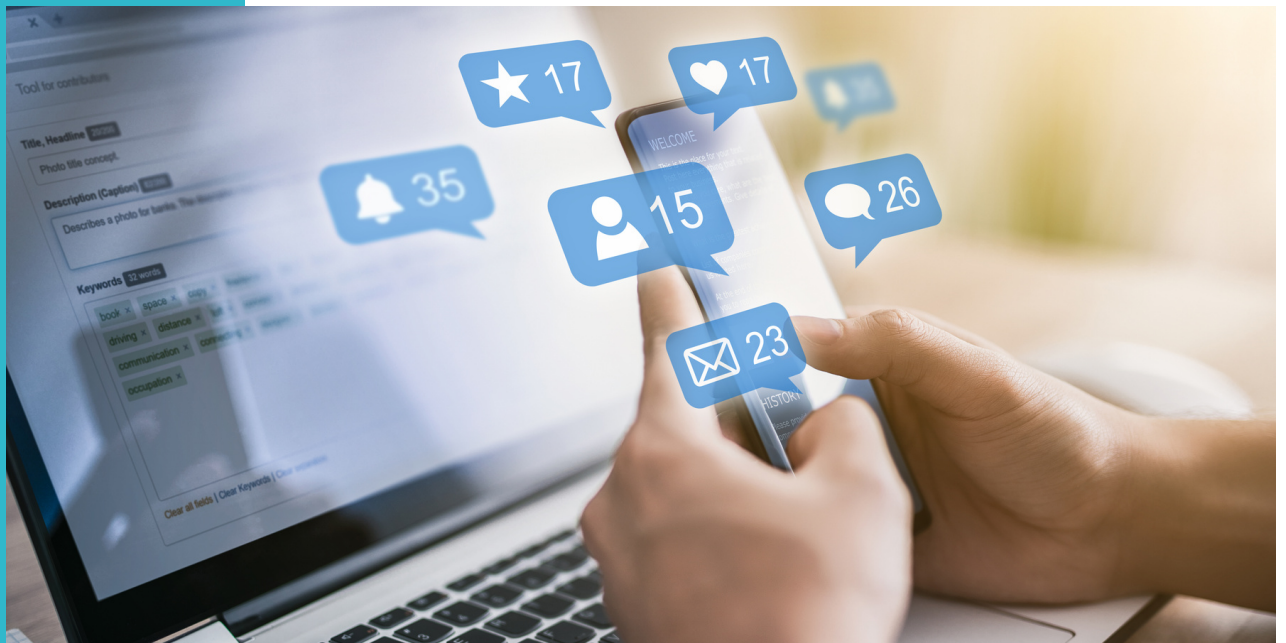
Social media such as Facebook, Instagram, Pinterest, Twitter and LinkedIn let you interact with your followers for free.

However, it is important that you are active on the right social network. Check out this [Social Media Demographics Guide](#) to find the best network for your business.

Remember social media is about being social, not just bombarding your visitors with sales information. If you want people to like, comment and share your content, you need to do the same for them.

If you want to know what to post on social media, check out [30 Day of Social Media Sharing Calendar](#).

Before you become active on a social network, make sure that you complete all the information about your business, including your photo / logo and a link to your website.



4. Guest Blogging

Writing articles is an excellent way for you to get free publicity. The publicity you receive by having your article published in a newspaper, magazine or website can be worth thousands of dollars in equivalent advertising space.

Well-written articles yield better results than advertisements and earn you respect from customers, who see you as an expert.

The best articles are “tips” or expert pieces. People are looking for guidance and will purchase from the experts who show them how to solve their problems.

You can publish the articles on your website, social page or offer them as guest blog posts to other websites that target the same customers as you.

For example, a marriage celebrant could write a “Wedding Checklist” and ask to publish it on wedding directory website or on a photographer’s website



5. Social Influencers

Influencer marketing can help you reach new audiences and increase brand awareness through endorsements and product mentions by individuals who have a large following on social media.

Influencers are perceived as experts in their industry and hence their recommendations can help to convert prospects into customers.

There are several types of influencers:

Nano influencers – 10,000 followers or less

Micro influencers – 10,000 to 100,000 followers

Macro influencers – 100,000 to 1 million followers

Mega influencers – 1 million+ followers

Before you reach out to any influencers make sure you fully understand your business, who your target audience is and what problems you solve.

Be also very clear on what you can offer the social influencer in return – eg. access to your social networks or mailing lists or free products or services.



6. Content Marketing

Content marketing is a way to attract and engage people by creating interesting and helpful content.

Instead of trying to sell your products or services directly, you provide value to your audience, building their trust and loyalty. The goal is to educate and entertain people, making them feel good about your brand.

Think about what kind of problems your audience has and how you can help solve them.

Make sure your content is easy to understand and enjoyable to read, watch, or listen to. You don't need to be an expert writer, just be authentic and engaging.

Once you've created your content, you need to share it where your audience will see it. This could be on social media, your website, or other digital channels.



7. Email Marketing

Email marketing has been a popular way to promote a business from the early days of the internet and remains one of the most powerful strategies to market your website and business.

The vast majority of customers will not buy from you the first time they meet you or visit your website. As such, it is critical that you capture your leads' and prospects' email addresses and keep in touch with them on a regular basis.

Statistics suggest it takes between 9-14 touch points for people to get to know you, like you and trust you before they buy from you.

If you communicate with your customers via social networks, that's great, but you should be building a mailing list nevertheless, as you have no control over what happens with social networks.

There are many automated systems that allow you to easily manage your email marketing. Some of these include:

GetResponse

Constant Contact

Mail Chimp

Aweber

Active Campaign



Be aware that most people won't subscribe to a newsletter anymore, so you have to offer them something in return for their email address.

This can be:

- A checklist or cheat sheet
- Discount coupon
- Mini training course
- Product sample
- Software / app demo / trial
- A quizz
- A challenge
- Free strategy session
- Competition entry

Under no circumstance should you EVER send unsolicited email (spam) to people you either don't know or who have not requested to receive your information.



Before you start marketing your business

Imagine you're preparing for a first date with someone you really like. You want to make the best impression possible, right?

You'd probably spend some time getting ready, choosing the right outfit, and making sure you look and feel your best. Well, the same goes for your business.

Your **website is often the first impression potential customers will have of your business.**

It's like the outfit you wear on that first date - it needs to be polished, professional, and make a statement about who you are and what you offer.

Just like you wouldn't want to show up to a first date looking dishevelled or unprepared, you don't want to launch a website that looks outdated or unprofessional.

Your website is a reflection of your business and its values. It's an opportunity to showcase your products or services, share your story, and make a connection with your target audience.

If your website looks amateurish or unappealing, it can turn potential customers away and damage your reputation.

In short, having a professional website is essential for making a positive first impression and building trust with your target audience. It can set the tone for a successful and long-lasting relationship with your customers.

Do you have a website that's working for you?

**Do you have a website that is working well for you?
Are you able to easily update your website?**

If you answered NO or if you are relying on social networks for your online presence, **we need to talk.**

While social media can be a great tool for connecting with customers and promoting your business, it should never be your primary online presence.

1. Social media platforms can shut down or change their algorithms, making it difficult to reach your audience.
2. You are limited to the features and design templates offered by the social media platform, which may not fully represent your brand.
3. You don't have control over the user experience, as the platform may change its layout or functionality at any time.
4. Social media platforms are often saturated with competitors, making it difficult to stand out and gain traction.
5. You don't own your social media followers, so if the platform shuts down or you get locked out, you lose access to your audience.
6. People can easily get distracted and move on to other platforms, making it hard to retain their attention.
7. Social media platforms aren't built for the same functionality as websites, meaning you may not be able to provide a great user experience to your audience.

That is why it is important to have your own website that:

1. Establishes **credibility** with potential customers, showing that you take your business seriously and are invested in its success.
2. Provides a **central hub** for all of your online activities, allowing you to direct traffic to a single location where customers can learn more about your business, products or services.
3. Enables you to **showcase your brand's unique personality**, style, and message.
4. **Increases your reach** by making it easier for customers to find you online through search engines, social media, and other online channels.
5. Offers **24/7 availability**, allowing customers to access information about your business at any time, day or night.
6. **Generates leads** by providing a way for customers to contact you directly or by offering valuable content in exchange for their contact information.
7. Facilitates **customer engagement** through features such as contact forms, live chat, and social media integration.
8. Offers flexibility and **control over your online presence**, including content, design, and functionality.
9. Gives you a competitive edge, helping you **stand out from the competition** and capture the attention of potential customers.

A strong website is crucial for establishing your brand, building credibility, and converting visitors into customers.

On the other hand, a **poorly designed website or no website at all can have the opposite effect, driving potential customers away and damaging your brand's reputation.**

Let's talk

If you're feeling overwhelmed or unsure about your website, don't worry, I am here to help you.

Simply book a **free 30 minute website strategy session** with me.

During this session, we'll dive into your specific business needs and goals, and create a tailored plan to help you achieve them.

Regardless of whether you have a website or not OR whether you are already working with a website designer, sometimes having a fresh perspective is all you need.

Don't wait any longer to take the first step towards a successful online presence, book your **FREE, NO OBLIGATION, NO TECH JARGON** website strategy session today!

What have you got to lose?



Still unsure I can help?

Here is what some of my clients said:



Thank goodness I found Ivana and Websites 4 Small Business for revamping my website because I don't think anybody could have done a better job at fixing the numerous issues that were on an increasing trend due to a lack of tech understanding on my part.



She recognised the problems right away and provided valuable solutions, advice and direction. She answered all of my questions and considered every specific request I made with great professionalism, expertise, and responsiveness. Thank you Ivana. It was a pleasure working with you.

Sonali Ghosh, Sugar et al



I love working with Ivana and I love the website she designed and implemented for me. She is contemporary, caring and clever and she keeps her focus on ways to help my business to thrive and be successful. Her style is consultative and she always offers constructive feedback on what needs to change on my site to bring in more flow and connection with new clients. Thank you so much Ivana, you are wonderful!



Dr Sally J Rundle

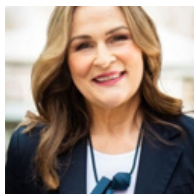


Professionalism – Quality – Responsiveness – Value
Ivana carefully guided me through the overwhelming task of creating a website.

She simplified the process by providing a great framework to follow and her experience and insight saved me hours and \$\$\$ and together we produced a beautiful quality website that I love. I would highly recommend Ivana to anyone looking at creating a website.



Cate Americano, Inspiration Cafe



We had a fantastic experience with Ivana from Websites 4 Small Business in designing and developing our new company website. Ivana is highly professional, responsive and talented. She is an expert in her field and provided a range of excellent resources to assist in decisions about the website. Her communication throughout was excellent and she was an absolute pleasure to deal with. We love our new website and highly recommend Ivana!



Louise McDonough, Metis Coaching

FAQs

How long does it take to create a website?

Most websites we create take 10-14 business days. However, if your website requires more complex functionality, it can take an extra week or two

What kinds of websites can you create?


We are able to create various types of websites - these can range from simple one-page websites to complex e-commerce sites. Other types of websites I can create include:


1. **Portfolio websites** to showcase your work or talents
2. **Blog websites** for sharing your thoughts or promoting your brand
3. **Business websites** with detailed information about your company and services
4. **Non-profit websites** to raise awareness or donations for a cause
5. **Educational websites** for online learning or training courses
6. **Event websites** to promote and organize upcoming events
7. **Membership websites** with exclusive content or services for subscribers
8. **Personal websites** to share your story or create a digital resume
9. **Custom websites** tailored to your unique needs and specifications.

[For more FAQs, click here](#)

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