

Whether you have just started a small consulting business, run a local consignment shop, or opened a cafe, you are constantly looking for ways to attract business without breaking the bank. Here are my best strategies, digital and off-line, to market your business while ultimately saving you money! #1: Set a Goal and a Budget The first step to marketing is defining your end-game and strategizing your budget. (Mary Lister August 12, 2019) In order to communicate what your company is, does and stands for, you need to have a clear identity. Once you know what your company represents, you need a suitable name, a logo, colors and imagery that convey this to your customer. There are several different options for how to do this, including hiring a freelancer or collaborating with an established agency. And after reading this guide, you will have an expanded awareness of viable marketing channels, any of which could hold the key to your future growth. Eight of the channels we will discuss are strictly digital strategies, which will be conducted online. It's not conference networking. (Ian Blair