

5 TOP TIPS TO GROW YOUR BUSINESS ONLINE*

1

RESEARCH THE COMPETITION.

When going to market, and you're really looking to get your offer to the masses, you need to research the competition. Look at all types of their marketing; social media, marketing communication (emails) etc.

This allows you to uncover any advertiser's online strategy. Find the ads that have been running for the longest and emulate those. That's the quickest way you scale any business. If it's proven and it's working for your competitors, it's likely it'll work for you.

2

PAY PER CLICK ADVERTISING.

By using PPC as a component of your online marketing channels, you can improve the overall ranking of your site. It helps you to discover keywords that are more popular and capable enough of receiving more clicks and conversions. You can further implement these keywords into your SEO strategy.

3

SOCIAL MEDIA MARKETING.

Social media marketing has been, and still is the best way to communicate your products to an audience for free! Setting up a page on LinkedIn, Twitter and/or Facebook provides you a platform to advertise your products on.

Social channels allow you to attack a large audience at once. Unlike cold calling, which can be a timely task.

4

EMAIL COMMUNICATION.

By using email communication in your marketing plan. You elevate your proposition immensely! Letting your regular client-base know you are still there without having to check in individually will boost their confidence that you mean business!

Use a tool like [Mailchimp](#) for free! This will allow you to send bulk emails to multiple recipients at once!

5

CREATE A WEBINAR.

Webinars are a great way to promote any product or service. It can also help you grow any business relatively fast. Webinars provide an automated selling tool for literally taking any product or service to market and reaching a wide audience quickly. The webinar medium is great for captivating audiences to clinch sale after sale, automatically.

*Entrepreneur Europe, "15 Ways To Grow Your Business Fast" - R.L.Adams



Employed



Self Employed



Complex Credit



Contractors



Buy to Let



Help to Buy

Bluestone.

mortgages