

## How to market a small business on a small budget

Marketing is a key to success for any small business. It is a way to get the word out about your products and services. But marketing on a budget can be challenging. Without good marketing, your business will struggle to achieve the sales it needs.

### **Networking**

Networking can be a good source to get your name out there and make connections with other people. Make sure you have some business cards Glasgow with your details to hand out. Reach out to others not in direct competition with your business and build partnerships, getting your business's name out there will be much easier.

### **Reviews and Recommendations**

When your customers have had a positive experience with you ask them to refer you to friends and family and get a review to promote your services. In this day and age everyone reads reviews before purchasing.



### **Social Media**

It's free, easy to use and you can promote your company for free. Social Media is a resource for any business, you can find customers and promote yourself for free on your page and in groups.

### **Run Competitions to Generate Interest**

What's not to love about running an online competition? They drive higher engagement with your business and people want free stuff, so it's a win-win!

For example, you could make it an entry requirement to like and share the post. This means your profile will reach the timelines of many people who won't have even heard of your business before. It's a smart way of generating interest in your company.

### **Say it with Print**

It is important to have printed material to hand out to customers with your message, products and pricing. Booklet Printing Glasgow is a good way to get lots of information to your customer and doesn't cost the earth. Leaflets Glasgow and Flyers Glasgow are a low cost way to have your message on show and promoting what you do and where you are. As well as business cards these are the most ordered items but small businesses.

As a Printers Glasgow we love working with small businesses, we are happy to help support you with Graphic design and Print.