

13 FREE WAYS TO PROMOTE YOUR SOCIAL ENTERPRISE

1. Social media

Whatever platform you prefer use Facebook, Twitter or Instagram to share your news, promote your story and connect with new customers

2. LinkedIn

Build your professional network and connect with target audiences either directly, or via groups. You can also post articles, or use it as a blog platform and increase your reach with different/new audiences.

3. Create a PDF or flyer

Even just a simple word document provides a great way to communicate your why, how and what in an easy digestible way for people to pick up. Clearly state the benefits you provide (and make sure they're things your target audience is interested in).

4. Events, conferences & trade shows

Find the events your target audience will be attending and go to those events so you can meet and network with them. Get their business cards so you can follow up, don't rely on others doing this for you.

5. Share your expertise

Ask to be on a panel at a conference, a speaker at an event or run a workshop so you can share your expertise and talk about your experience and business. Event organisers are often looking for different voices and perspectives to join their panels or deliver a workshop.

6. Write an article, blog or record a video

You know your business best so write about it, or record yourself talking about it. Whether it's on your website or shared via a different platform.

7. Write a guest blog

Find a blogger who has an audience who's your target audience and ask to write a guest blog.

jrt

13 FREE WAYS TO PROMOTE YOUR SOCIAL ENTERPRISE

8. Get featured

Find the publications (in print & online) that your audience is reading, and contact the editor and ask if they would like to write an article about your organisation, it's impact or a topic you're knowledgeable on / experienced in. Think about local/national press, industry specific press, and professional membership organisations.

9. Supply chains

Ask your existing partners to write to their supply chain and networks, telling them about what you do and why they're partnered with you, and asking if they would also like to be involved.

10. Maintain your website

Invest time in keeping your website up to date and think about the ways you direct people to your website. This is often your best platform to convert visitors, but they won't just stumble across your website you need to direct them to it.

11. Write to your mailing list

If you have a mailing list, utilise it. Keep your mailing list audience up to date with what you're doing, how they can get involved, support or buy from you. Whether it's an e-newsletter or sales funnel this is a ready audience to build a relationship with.

12. Presentation

Have your presentation / pitch ready to go in case someone asks for it. Using PowerPoint can also be a good way to share key information via email with new contacts.

13. Meetings with your ideal client

Nothing beats a face to face meeting and there's generally no cost. But prioritise the meetings that will get you results and be clear on the purpose of every meeting you attend.