Free Marketing Strategies That Build Your Business

1. Start a Business Facebook/Instagram Page

- Separate from your personal page
- Invite your friends to “Like” and “Follow” your business page
- Showcase your business

It is important for people to be able to find your business when they are searching on social media. Social media validates your business.

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2. Take Pictures and Post Daily

- Show that you’re an active business
- Take behind the scenes photos, product photos, team member photos, etc.
- Pictures can be taken from your cell phone

When people research your business and find you on social media, they want to find out everything they can about your business. Daily posts show that you are an active business. People can see pictures/graphics of the products and services you offer and who the faces are behind the company.

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Give Away FREE Stuff in Exchange for Testimonials and Shares

- Give away pieces of your product or service and let people try it out.
- In exchange, ask them for a testimonial and for them to share about the product or service on their social media accounts.
- Showcase these testimonials and shares on your business page.

When you let people try your product/service in exchange for a testimonial and share, you are now advertising to all their friends and followers. They are sharing on their social media and now all their followers are seeing them with your product/service. The testimonials are great for years to use as a review of your product/service. People want to know what other people are saying about it.
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4. Tell Your Story

- Share your story of how your business started
- Tell people your “why”
- Explain your mission
- Break your story into “parts” and share it through your social media

Everyone loves a good story. Every business owner has a story of how it all started, and people want to hear about it. Through your story, people will connect with you. They will understand more about you and your business.
5 Download Free Apps for Graphics and Editing

- Canva
  https://www.canva.com/

- Over
  https://www.madewithover.com/

- Word Swap
  http://wordswag.co/

- Video Shop
  https://www.videoshop.net/

- Use FREE apps to create your social media posts, flyers, edits pictures, etc.

There is no need to hire someone to create your graphics or edit pictures and videos. There are hundreds of free apps that you can download. Use them, learn them and create your own content.