



What Other Marketing Strategies Should I Employ Besides Advertising?

Advertising has come a long way over the years. Print media ads in newspapers and other publications have always been a boon for small businesses. In addition, online tactics like targeted ads and email ads are vital when it comes to spreading the word to locals in the age of social media.

As a small business owner looking to do what's best for your establishment, you shouldn't rely on advertising alone to boost your sales and increase clientele. There are a multitude of creative marketing strategies that can be equally if not more effective for your business to pursue. Below are 5 of those strategies.

1. *Partnerships*

Seek out like-minded businesses in your vicinity with whom you can synergize and share each other's customers. Are you a restaurateur? Look for movie theaters, concert venues, grocery stores, ice cream parlors, and other relevant establishments nearby to set up partnerships. You can recommend customers to these businesses and vice-versa.

In fact, you can even come up with exclusive deals in tandem with these businesses. For example, if someone buys a meal from your restaurant over a certain fee, then perhaps they can receive a discounted ticket deal from the local movie theater.

Tapping into different bases of consumers and sharing them with other businesses will make your own small business generally more sustainable.

2. *TikToks & Instagram Reels*

TikTok is the hottest new social media platform for posting quick and fun videos of dances, humor, and other viral trends. Instagram recently launched their version of TikTok called Reels, where you can find similar videos.

Social media might seem daunting if you're new to it. However, it's exciting to explore and post once you get the hang of it. For your next entree into social media, you'll need to get your business onto TikTok and Instagram Reels.

These quick videos can feature behind-the-scenes shots of what goes on in your business before and after opening. You can also let staff members make videos about their favorite parts of work and things they like to do in their spare time.

Giving your business an outlet for expressing its relatable personality and quirks will win over new customers. Plus, the algorithms for TikTok and Instagram are very sophisticated, so you'll reach local consumers who also frequent those apps.

3. *Social Media Contests*

For social media users, it's easy to scroll through Facebook and Twitter endlessly out of boredom. Getting these users excited to interact with your brand is called engagement. Contests are a fantastic tactic for generating high engagement for your small business.

On your social media pages, come up with fun quizzes that your followers can respond to, and include fun incentives to really power up the level of engagement. One kind of major incentive is that, say, whoever is first to respond with the correct answer to a quiz can win a free service from your business.

If you're a dentist, post questions about best teeth cleaning practices. If you're a home improvement business owner, post questions about how to properly care for various home appliances.

Get ready for a flood of responses to these quiz contests. Also, even though you'll select one winner per contest, the high engagement will result in likes and shares that'll spread the word about your small business across local social media accounts.

Social Media can be hard. Not only to figure out what you want to say but because you don't have the time. Ad Pages [can help you](#) and step in to create engaging content and posts on social media. We have 7 graphic designers on staff that help to create beautiful and successful ads that get noticed. Give us a call today if you want to chat about our Digital Lead Generation programs today.

4. *Charity Work*

Donating your time and services to help people in your community in need will have broader reverberations throughout the region. People always cherish small businesses that give back, and they'll want to support you knowing that they'll be doing good by extension.

As a restaurant, you can cook food for the local soup kitchen. If you give haircuts, you can offer that service to a homeless shelter. Or if you run a home improvement business, offer free services to struggling homeowners who might not be able to afford your business otherwise.

On top of doing good, charity work is a fantastic press opportunity. Inform local newspapers and blogs about your involvement with giving back to the community, and they'll reach many local readers by writing about all the altruistic work you've accomplished.

Talk to one of our business development advisors who can help you strategize and optimize your press strategy to help you reach your goals. Attracting new local customers and generating more revenue is what we help all our clients to achieve.

5. *In-store Deals*

Word spreads fast about good deals. Consumers cannot wait to tell friends and family about the amazing discounts they recently snagged while shopping online and/or somewhere in person.

On that note, when you promote deals that customers can only access if they come to your store, soon everyone will be rushing to your store to take advantage. Exclusive offers will always generate excitement and foot traffic. Plus, if people realize you have this tendency to announce special in-store deals, they'll be stopping by frequently in anticipation for the next deal to drop.

Are you eager to boost your small business and expand your clientele like never before? Does your business need support in areas such as SEO, Websites, Direct Mail, Geofencing, SMS, and Email Campaigns? If so, get in touch with our top-tier consultants at Ad Pages for a [free consultation](#).