

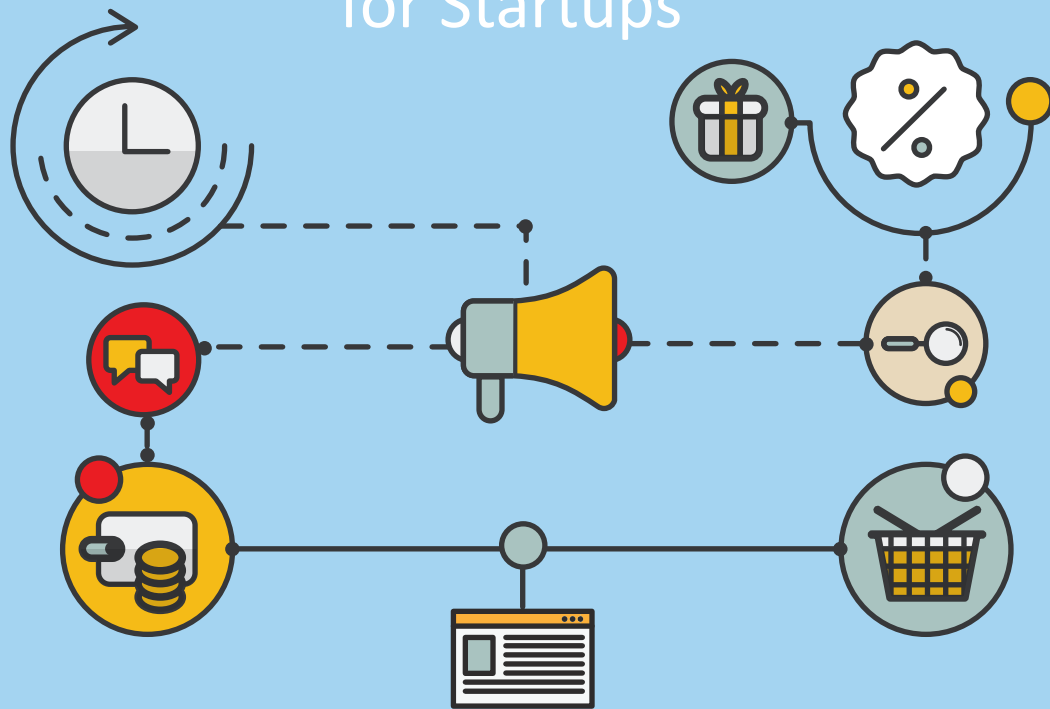
ConvergeHub

#1 Easiest *Converged* CRM for SMB

5 Best Online Marketing Strategies for Startups



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Getting your brand in front of many eyes is difficult. While marketing tips and tricks come a dime a dozen these days, very few are actually helpful. Consumers are bombarded with millions of marketing messages per day – your marketing has to stand out above the rest.

Let's discuss five marketing strategies that may help your business get more visibility:

BONUS POINT :

Just Start Blogging !!

Writing a blog is a new opportunity for you to show up in search engines and drive traffic to your website. Blogging also helps you strengthen your social media presence. That's because blogs (if a hit) are shared by your existing and potential customers on social networks -- Twitter, LinkedIn, Facebook and Pinterest. This exposes your business to a new audience and drives them to your blog via your social channels.

A good tip is to make sure the content you produce is educational and positions you as the thought leader in your space. This will position you as the authority in your niche and draw more eyes to your blogs and your site in general.

1 Build Community On Twitter

Social media is one of the most cost effective ways to market your startup. You get the opportunity to present your business to a buying community. Try to tweet three to five times a day to ensure you're actively engaging your audience. Since the attention span on Twitter isn't very long, businesses have to. Try to take advantage of features like direct message, retweet and lists to capture followers as they come and engage as much as possible. Your followers may become your customers. Make sure you avoid over promoting your business and try to share educational content and third party content when possible.

Tip : Twitter provides a good amount of organic engagement. If you want to get more out of Twitter, try some paid solutions for businesses that allow you to do sponsored tweets and get more engagement.

② Create Special Offers

Very few of us can resist the appeal of a special offer. Reports suggest that four out of five consumers use special offers for both online and offline shopping. Also, 50% of consumers readily try out new products and services if they're provided with irresistible special offers. Include special promotions in your marketing arsenal. Distribute them through your marketing channels for best results. Use your **small business CRM solution** and run campaigns, on a specified date and time, promoting your offers. Not only will you be able to build your email list with targeted consumers who want to hear about your offers but you'll also get more conversions on your offers.

③ Participate In Industry Forums

As an owner of a startup, your instinct may push you to sell to everyone you meet with but this is the wrong approach.

Remember this is the Age of the Customer where hard-core sales pitches don't work. Customers are the king and they demand engagement. While there's nothing wrong with flaunting your brand now and then, it's important to do it intelligently.

Participate in discussions that revolve around your business. This will give you the opportunity to engage with your target demographic without looking like you're just trying to advertise. Also, look for complementary products and services and promote them in your social profiles.

This will help build credibility (if you're promoting a product/company that people already know, like and trust) and it could help you form a key alliance with that brand (and potentially help you bring in more money together with that company versus alone).

The alliance's customers can also get wind of your product through your cross-promotion – win-win for everyone!

4 Conduct Webinars

Webinars allow you to showcase your expertise on a certain subject to a group of potential prospects. Webinars position you as the authority and thought leader in your space and help build credibility. At the end of the day, people do business with people – not companies. Hosting webinars allows your prospects to put a face with a name and to see that you're a real person and not some scam on the internet.

Webinars allow attendees to get a better understanding of who you are and what you do. They can really get key insights and knowledge into your business and decide whether or not they want to do business with you. At the same time, you get to know your target audience, their needs and their greatest challenges. In doing so, you precisely understand what your audience wants and can tailor your products and services accordingly.

5 Write Press Releases

No matter what industry you're in or how small or big your company is, you can always benefit from press releases. Press releases are globally distributed news briefs which allow you to showcase new and exciting product updates, releases, collaborations and more with the community. Your press releases can also get global coverage in trade journals, magazines, blogs, and inside other publications in your industry.

Consumers look at you as subject matter specialist and are more inclined to purchase your products and services. Also, whenever the media needs an expert perspective on your industry's events/stories they contact you. Inevitably, this further boosts your company's visibility.

Final Thoughts

Today, deciding on a marketing method is difficult, particularly, when you are a small or mid-sized business with a limited budget and minimal resources. However, if the right channels and tactics are selected and incorporated then results are bound to show.



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ConvergeHub is the #1 easiest converged CRM for SMBs. It can manage all of your sales, marketing, support, and billing needs, with a converged, full-featured, yet extremely easy-to-use CRM that is priced within reach. The features are optimized for small to medium sized businesses that have the same needs as the large corporations—but don't have massive budgets to integrate or pay for expensive add-ons. All ConvergeHub CRM features are built-in, work together flawlessly, and have a uniform look and behavior. You can use ConvergeHub to automate your typical day-to-day tasks and marketing automation processes within a simple and intuitive interface.

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