

Article

How do you promote your start-up when you are at the beginning and on a small budget?



| | |
|----------------------------|--|
| Document Title | Article: How do you promote your start-up when you are at the beginning and on a small budget? |
| Intellectual Output | n/a |
| Activity | A3 |
| Deliverable | 3 |
| Delivery Date | July 2018 |
| Organisation | NERDA |
| Country | Romania |
| Approval Status | Final |
| Language version | English |

[This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained herein.]



A good product sells itself. But only if the world has heard of it. For this reason, business promotion is absolutely necessary. Let's review some of the methods you can apply to "advertise" when you're on the go.

1. Facebook Page

Considering Facebook's social network has captured the globe - and almost the whole of the internet - you can hardly tell yourself that you have an online presence if you do not have a presence on the platform created by Zuckerberg.

A business page can help you reach a large audience, but keep in mind a few things - communication must be friendly, images must be successful, and texts must have a strong impact. Keeping these rules in mind, people will react to your posts, and that will also drive other people's newsfeeds.

In addition to this organic traffic, you could, with a minimal investment, also get to more people using the paid promotion options.

2. SEO

SEO comes from Search Engine Optimization, that is, optimizing a website and its content for search engines. The more your site is optimized, the more chance it will appear among the first results when someone does a search.

Why is this important? Because 64% of the clicks people make in Google are on the first 4 results. Only 1% of people arrive on the second results page.

A well-designed SEO strategy and a well-optimized site can bring you to the perspective of potential customers and can help you strengthen your brand.

3. Communication with the media

Do you want to promote to a large audience at once? Talk to us! I mean, with the press. Presenting to a journalist your business is like presenting it to a potential investor. And if you know how to do it well, the benefits can be considerable.

You can reach an audience that you do not reach otherwise (at least not without money), can help you with SEO and can make your parents proud. Learn to pitch your business in front of a journalist with every opportunity.

Image source: bizmartech.com