



No Socials - No Problem

Over the last 10 years a belief has grown that Social Media is the best, and possibly the only, way to market your business. This is indeed a myth, not a reality!

Regardless of the billions spent yearly on social media marketing, it is not essential for your business to grow and thrive. If you choose not to participate in the social media META community – great! Without social media you can free up your time, and energy, to focus on developing ethical and effective, marketing strategies that suit you and your business. Face to Face marketing is King!

Some Marketing Facts:

- ❶ People buy from people that they know, that they trust, that they like, so building relationships with people is key to getting paying clients, not phishing to strangers in social media groups.
- ❷ You need 1000's of social media hits to generate a few genuine leads and then get 2-5 paying clients. This means social media marketing uses a LOT of time and effort and generates overwhelm for a very small return. Your ROI – return on investment can be measured as not just financial but also time and wellbeing.
- ❸ Social media is so crowded now that it is difficult to be seen amongst the sea of businesses, providers, groups, summits etc. this means more time and money are needed to compete.

Non 'Social Media' Marketing Strategies:

We have provided several ideas here (in random order!) for you to consider as marketing strategies, that don't require any social media. Look at which ones resonate for you. Think about the nature of your business, is it a local service, a retail shop, a global product? Choose strategies that feel good to you and that are most consistent with your product, and your potential clients.

- ❶ Have a simple and beautiful **website**. Your website is your landing space for online clients. It is often the first point of contact and can either bring people closer, or turn them away from you. Make your website work for you by having offers, services and resources available.
- ❷ Generate an **email list** (usually from a website sign up form) and offer a free gift for people signing up to your list. This may be an e-book, a questionnaire, or a newsletter. Offer something to generate their interest. To be ethical, don't ask them to provide their personal details when signing up – just an email address, which could be a random generated one – like 'hide my email'.
- ❸ Send out a regular email **newsletter** offering specials, promotions and current information for your clients. Use the newsletter to share stories and anecdotes from your own experiences to give potential clients the opportunity to get to know you better. Make your newsletter beautiful and inspiring! Some products that may be useful for this are: Aweber or Campaign Monitor.
- ❹ Edit your **email signature** to include a product promotion and change it every month. Make the promotion specific for your client list and have a link to attract them into your website.
- ❺ Is your business local only? How about putting **posters** up around your suburb / town. Often shops are happy to display posters in their windows for free so build relationships with local businesses that may support you.



Non 'Social Media' Marketing Strategies continued:

- ❗ If you offer IRL services, create snazzy **business cards** with your logo and contact details and provide them to your family and friends. Ask them to hand them out to friends, work colleagues etc. and to refer your services to people they know.
- ❗ If possible, send a small **gift** or postcard to previous clients, either at their birthday or an anniversary of working with you. Personally write a thankyou and that you look forward to working with them again in the future.
- ❗ Each month do a review of **previous clients** and do an email to check in with them personally and see if you can help them again.
- ❗ Remind your current clients that you greatly appreciate **referrals** from them. They may be happy to do a Google review for you, or to hand out your business cards to their friends and family. You may choose to offer them a discount on a future service if they bring in clients to you.
- ❗ Create a radically '**different**' promotion that will get customers, and the public, talking about you. Make it quirky and fun to get people's attention and lead them back to your website.
- ❗ Put on **free workshops** or seminars to provide valuable information to people. These could be IRL – advertise with posters, or local newspaper or online workshops. What information would attract a crowd of potential customers?
- ❗ Pitch yourself to other businesses that are complimentary to your clients as potential **partnerships**. Choose businesses who are in line with your ethics and values, and offer services that would complement your customers OR whose customers could benefit from your services. Build a relationship with these businesses and offer to do: joint promotions, a joint event, share email lists, be a podcast guest or similar. Get to know them and their business, offer to swap services and create ongoing synergistic business partnerships.
- ❗ Do some IRL **networking** at cafes, lunches and business events. Talk to people about who you are and what your point of difference is. Be curious about others and look for potential business partners and hand out those snazzy business cards!
- ❗ Join a relevant **community** group, IRL or online (but not via social media) and build trusting relationships. Follow up with people after the event that you resonated with. Become a valued member and other members will love to help you network and market your business.
- ❗ Make your products and services **memorable**. Special touches, unique graphics, fun quotes and the like are more likely to inspire your clients and get them talking to others about you.
- ❗ Exhibit at **Trade Shows** / Community events / Expos – and work the room! Have a stand that presents well and will attract people in. Gimmicks are great too, maybe small games or fun things to play with on your stand and then flyers and business cards to hand out.
- ❗ Create an IRL **Mastermind** or support group around your products and services. Use the group to connect deeply with participants and create a trusted name for yourself. Ask participants to recommend you to others who may need your services.
- ❗ Create a public networking or product **event**. If you like to go BIG then consider creating, and hosting, a bigger event. A weekend summit, workshop, launch, fundraiser can be an avenue to bring in a large number of people. Ensure the event is marketed and run well to create a positive image for potential clients.



Non 'Social Media' Marketing Strategies continued:

- i** Become a **blogger** and write articles for your own blog site, or for other people's sites. Always have your website details in your tag line so that people who like what you say, can find you.
- i** Offer to be a **speaker** (for free) at other people's events. This could be an IRL event or an online event such as a workshop, summit or seminar. Ensure that the event is relevant to your potential clients.
- i** Offer a **monetised referral** program to existing clients. They will receive a particular dollar amount, or discount on your services, for every client they introduce to your business.
- i** Create an energetic flow with your business by **giving** daily. Giving is not always about money. Consciously give praise, compliments, reviews, help, time, compassion, love. Each time you give you can ask to receive something in return that you need. This might be asking for clients, for money or for a great networking lead!
- i** If IRL marketing is not your thing, maybe you are introverted and love to do the 'behind-the-scenes' work, then consider getting **help from others** who thrive within the creative world of marketing. Maybe you could get help with designing business cards, wording emails, organising events? You don't have to do it alone. Clients will know when you are genuinely enjoying your work and will be attracted to your enthusiasm. So, for all those jobs that create overwhelm, instead of enthusiasm, delegate them to others. There are many people now offering services in: graphic design, editing, virtual assistant. If you build networks with other businesses, you may find these services for free, or by swapping of your own services.

Further Support:

The suggestions above are generic across all businesses. If you would like a personal discussion on marketing that is tailored to your unique business type and services, please contact us.

We offer sessions to assist you in creating a tailored marketing plan that is either low, or no social media.

Good luck on your journey of 'NO Socials' Marketing!