



— **Debasis Sil**
Guideline

7 Ways To Sky-Rocket Your Brand Online.

www.codoweb.com

As per the latest [UNCTAD](#) estimates Global e-Commerce is valued at \$25.6 trillion. [97](#) percent of customers search for information about a brand online before buying. It's important to have a digital presence so that you or your business can cater to this ever increasing online market and make it easy for prospective customers to find you.



1. Market on Social Media

Social media is a great marketing tool to gain exposure for your business. It is a great way to interact with potential clients and customers. You can post regular updates, provide videos on how you operate your business, notify your followers of upcoming sales and even close sales.

Without investing a lot of money, we can help you in creating social media profiles like Facebook, Instagram or Twitter. YouTube provides a free way to distribute creative promotional videos, but to succeed, you must put up content that people want to view and are relevant to your business—a simple ad will not work. You can also network on LinkedIn—both at the personal and professional level as another way to help market your business.



2. Online Business Directories

Register for free with [Google My Business](#). This free tool allows you to create a listing for your business so it can easily be found on Google searches and visible on Google Maps. Businesses can do it by completing an online registration form and a simple verification process. Stand out on Google with a free Business Profile.

Microsoft's [Bing](#) has a similar service that you can sign up for.

[Yelp](#) is one of the most popular online business directories. Create a Yelp account for free to help promote your business. Customers can also leave ratings, reviews, and pictures of their experiences with your business which will help boost your sales.

Yahoo! also has a big database of businesses called [Yahoo! Local](#). It's free and worth the effort.



3. Start Blogging to Promote Your Business

A blog not only helps you or your company make its presence felt, it is also a way to connect with your consumers more directly. But remember that one of the major keys of blogging is to keep your stream updated as frequently as you can.

A blog not updated is worth nothing. Make sure that each post has helpful information. Write blog posts that tell your brand story and interact with potential customers. Also share your blog on your social media profiles to gain traffic to your [website](#).



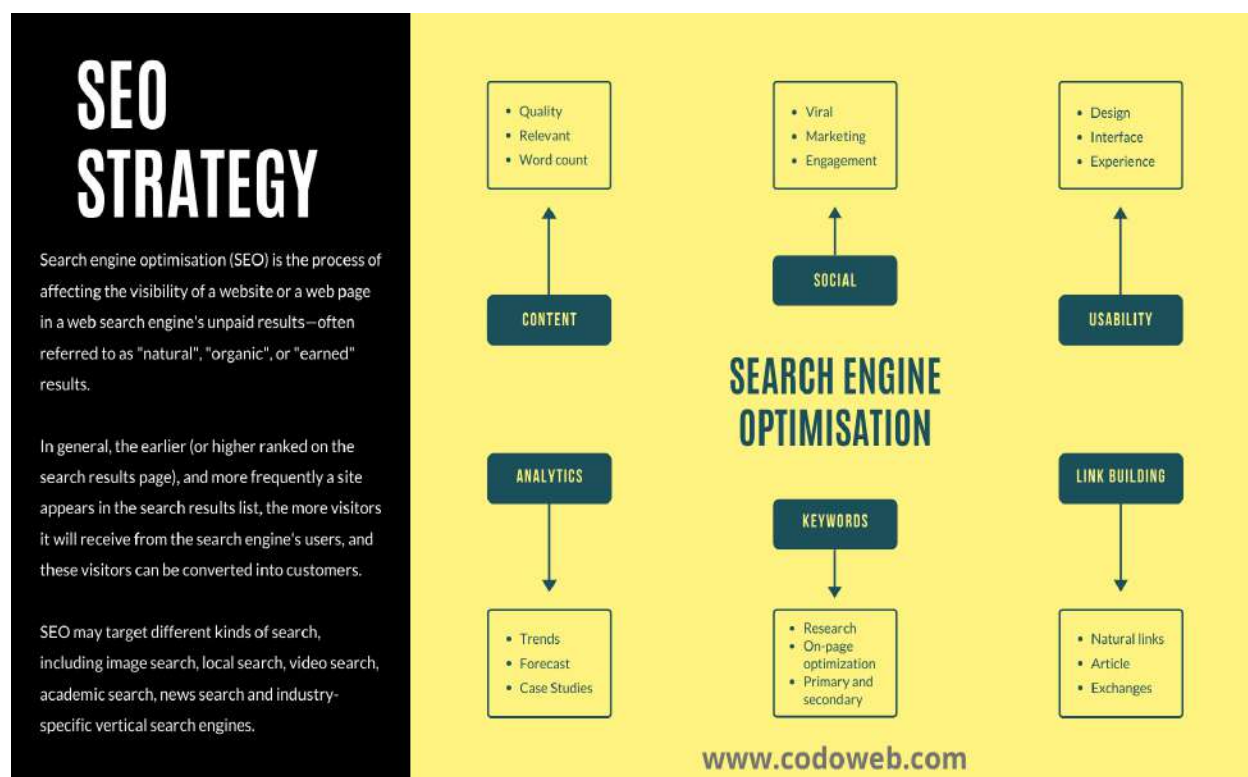
4. Promote Yourself or Your Business through Press Releases

Make it newsworthy and consider issuing a press release. An extremely powerful media tool to help generate publicity and having free distribution of them is a bonus. There are many websites that you can use for your press releases, some are [PRLog](#) and [24/7 Press Release](#).



5. SEO as Your Online Branding Strategy

Optimizing your business website for search engines is very important so that your customers can find you easily. Search engine optimization gives you an edge when you market your business. It helps in increasing website traffic and gives you authority in your line of work. With SEO you need to make sure your site is primed for performance on search engines.



6. Create Awesome Content

You need to set your goal as to why you're making the content before you look at what you're going to create.

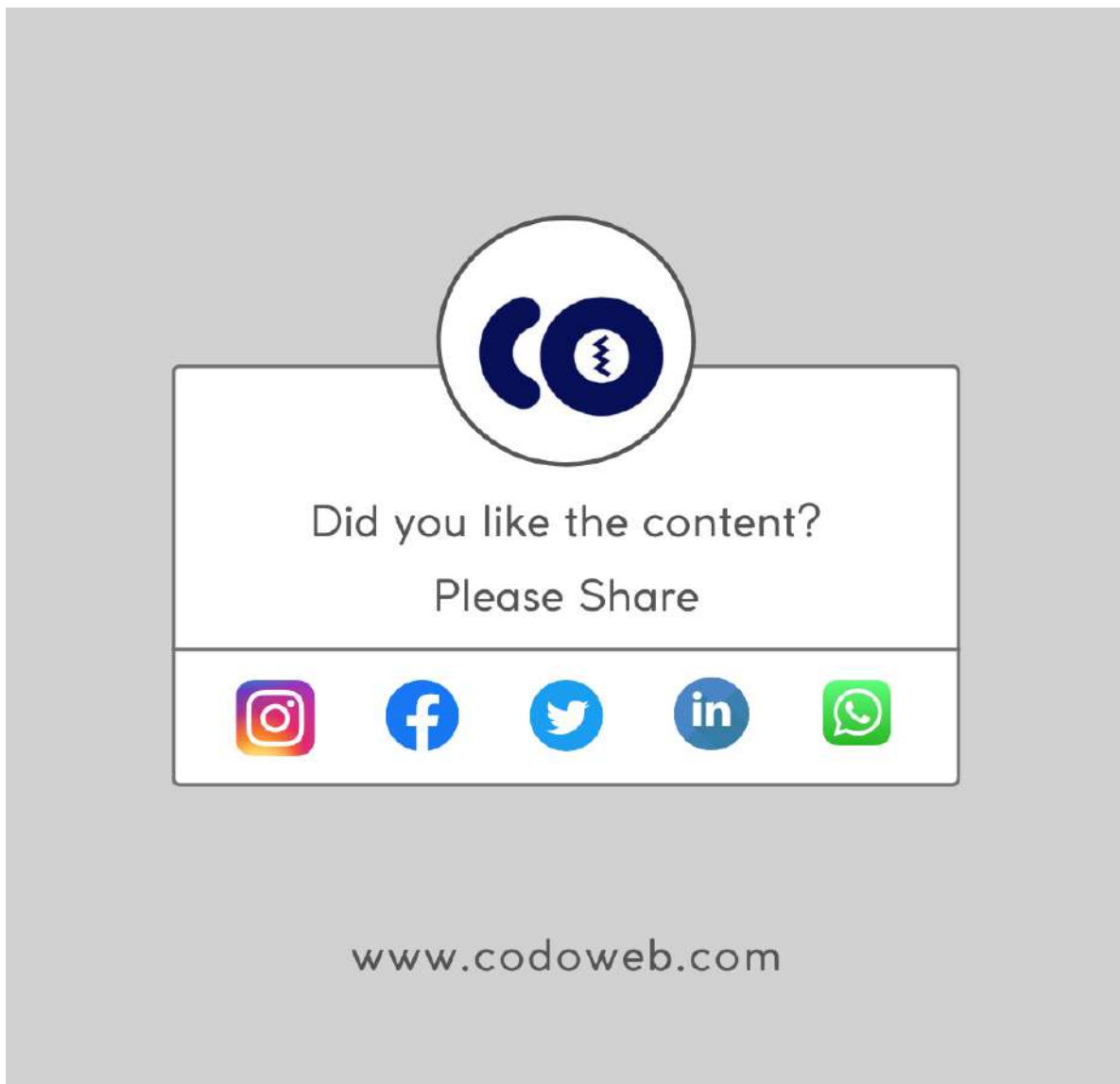
What do you want out of your campaign? Is it with traffic? New subscribers? App downloads? Conversions? Social shares and engagement? Video views? Podcast downloads? Sales?

Once you decide on the goal, start creating interesting and intriguing content.



7. All Your Website Contents must be Shareable

All the contents in your website, be it blog posts, engaging videos, or introducing a new product, everything on your website should be shareable. Having links to share website information via social media, email, or text message means your users can connect their network to your business at no cost to you!





Recap

There are many ways to market yourself or your business for free.

Social platforms like YouTube, Twitter, Instagram, LinkedIn and Facebook are the places where your target audience is already spending time, so why not engage with them?

Free online business directories helps you appear in active searches for the services you provide.

Share helpful inputs and resources through a blog on your website.

Use press releases to share key news about your business.

A solid [SEO strategy](#) can help increase traffic to your website.

Explore – You'll learn and refine what works best for you.