

Raising Your Profile

- **SEO** – ensure your website is regularly updated so the search engines consistently pick up on new additions, using articles on your site, links to your social media sites / blog.
- **PR** – do you know your regional newspapers? It is useful to get to know them and send newsworthy stories to them, maybe a case study based on one of your success stories on your website or details of one of the products or services that you offer. Make sure you have a great photo to go with the story – the photo can sometimes sell the story to the newspaper! Some free publicity on websites featuring ‘Woman of the Week’, ‘Contract of the Week’ etc where you send them an interesting story of how you have made a success of your business which other businesses would find inspirational. Taking a regular advice column, maybe using your success to give advice to others in key trade journals.
- **Speaking opportunities** – this is a great opportunity for you to raise your profile (and that of your business). This could be at a networking event or a more high profile event relevant to the work that you do.
- **Sponsorship** – investigate sponsorship opportunities, you could raise your profile at high end events by having your branding displayed in the venue.
- **Social media marketing** – it’s important to get your profile on to the major players i.e. LinkedIn, Twitter and Facebook. It is important to link effectively from one profile to another and to your website to drive traffic back there.
- **Email marketing** – have a ‘sign-up’ facility on your website so people can receive news and updates from you. This means you will have a database which is vital to email marketing, but keep it up to date. Regular contact with your contacts is a great way of raising your profile and keeping it raised.
- **Awards** – another great way to promote the great work you are doing, researching awards you can enter, specific to your business or even specific to you!
- **Networking** – find out about networking events in your area (or further afield if appropriate). A good way to spread the word about you and your business and maybe even some funding or work opportunities!

Need help getting started ‘raising YOUR profile’ - get in touch:-

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