



Digital

Regular email campaigns/newsletters

Active social media accounts

Participation in social media groups

Blogging

Vlogging

Podcasting

Website content

(I.e. not just having a website but, keeping it alive by regularly adding content that is valuable to your audience. An active blog is one of the most common ways that people do this but, there is scope to add to your website in different ways. Perhaps new images, new videos, new resources etc.)

Bespoke apps

(Can you solve some of your audience's problems with a handy tool? Your app could also take the form of a reference guide, to complement your main offering.)

Dynamic email signatures

(Why not regularly change yours to keep receivers updated of what's new with your business?)

In real life

Publishing

(Along with creating content for your own platforms, e.g. your blog and emails, why not create for others who have access to your audience too? This might be in the form of guest blogging or writing articles and columns for relevant publications. Why not also consider writing your own book? Remember, there are many types of book. Yours could have 10 pages or 1,000!)

Appearances

(Can you get on the radio or on TV? Can you get invited as a guest on somebody else's podcast or vlog?)

Speaking arrangements

(What opportunities are there to share your knowledge, experience or special viewpoint with a relevant audience?)

Hosting events

(E.g. meet-ups, talks, workshops, exhibitions and even "social" gatherings such as movie nights etc. which, are aligned with you and your brand. Essentially, think of these as opportunities to connect with your audience and establish rapport and relationships with them.)

Participating in relevant events

(Perhaps there are regular talks/markets/fairs that your audience attends. Having a consistent presence at these events may help to establish recognition of your brand.)

Belonging to and participating in relevant networking groups

(Can't find the right one for you? Maybe it's time to set one up yourself! It could be as simple as starting a small mastermind group with like-minded people in your existing network. Ideas and inspiration here: <http://www.afri-love.com/2014/11/5-better-ways-network-entrepreneurs-need-people/>)