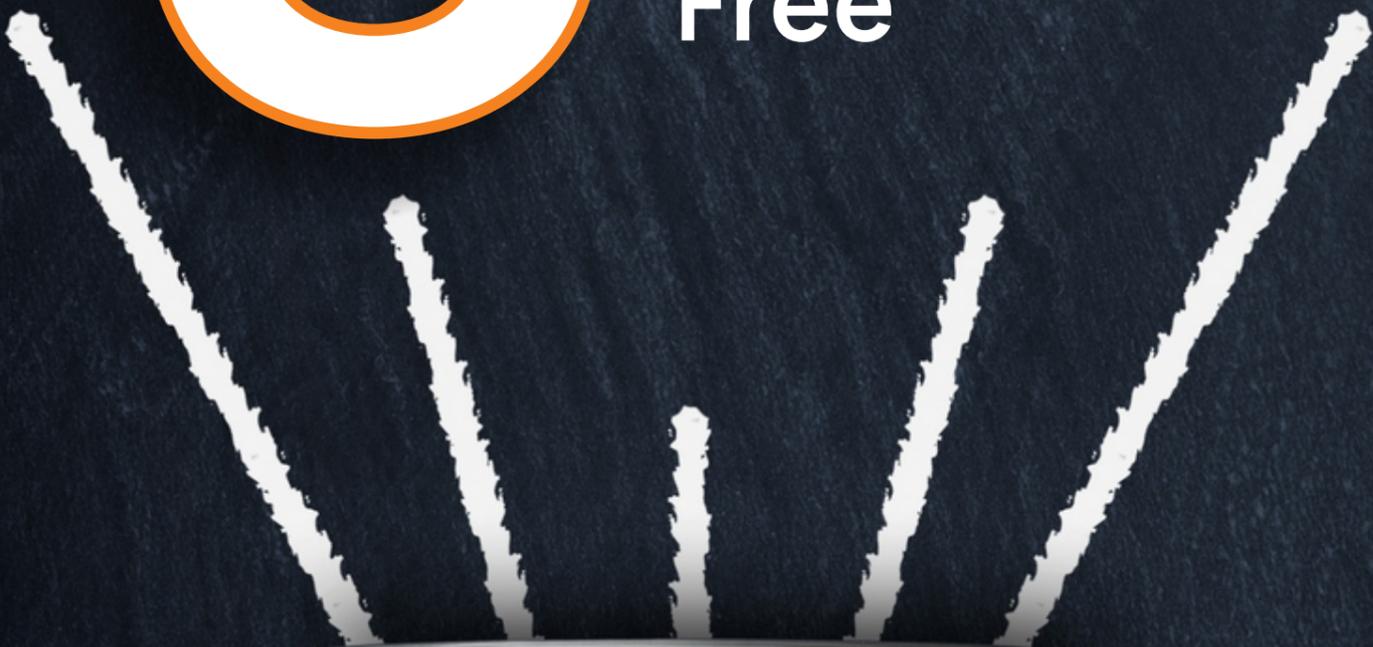


8

Digital Ways  
to Promote  
Your Business  
Free



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## My Business Listing

**Google My Business** is a free tool created to help businesses manage their online presence across the Google platform.

A Google My Business account (or listing, or profile) can be considered a combination of an online directory listing and a social media profile.

As with an online directory, business owners create and claim ownership of their Google My Business listing and populate it with vital information such as hours, location, and photos.

# Answer Questions in QnA Sites

QnA sites like Quora and Yahoo Answers are popular places where you can find new customers. People also post their questions on LinkedIn Groups. An essential part of learning how to use Quora for marketing involves knowing which questions to answer. There are millions of queries floating around on the platform today. However, not all of them will deliver value for your business. You can show your expertise by giving answers.



# Social Media Marketing

It goes without saying that social media is one of the most valuable marketing tools out there.

***And it's free. FREE.***

It's best not to go signing up for every social media platform under the sun, just focus on those most suitable to your business. This will not only help you get more customers but you can engage them and get quality feedback from them about your products or services.



# *Your Business*

- Many businesses use blogging as a marketing strategy.
- Business blogging also provides a way to drive traffic to websites with dynamic content, show expertise, and spark a conversation with clients and potential clients.

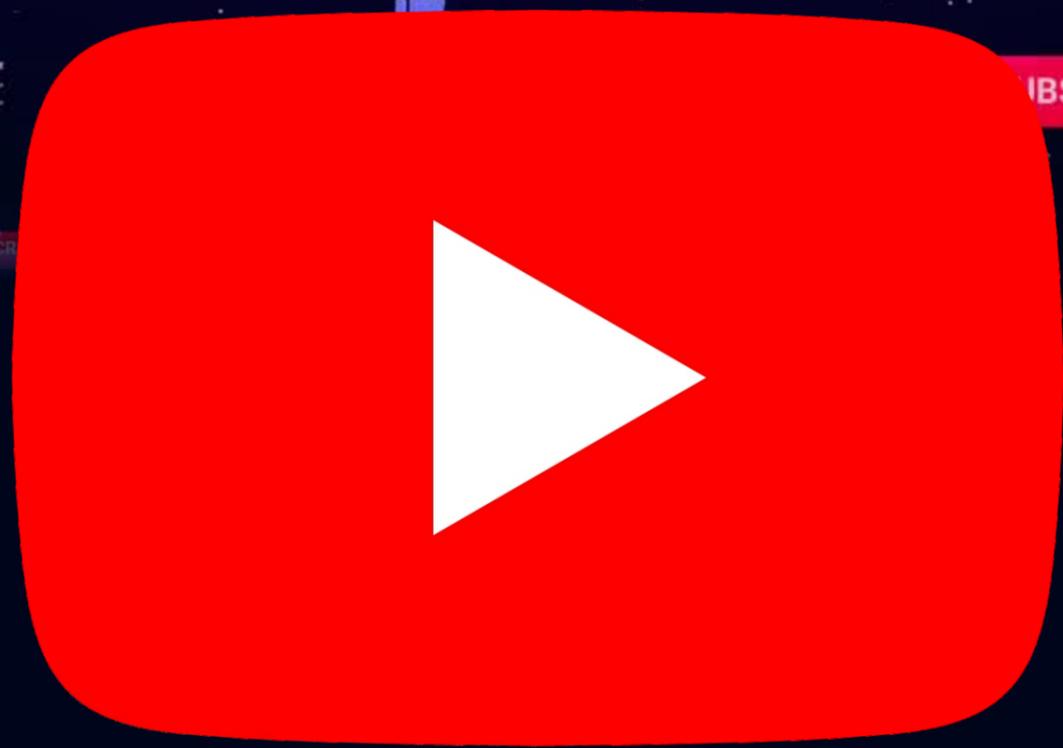
# Email Data

Despite the dominance of digital media today, sending flyers, letters, or other types of mail can still be a very effective way to promote your business.

It can also fail miserably.

The benefit is that if you get it right, promoting your business through the mail can help you get new customers with a very repeatable process.





# YouTube

**Video marketing is a great way to promote your business,  
and YouTube lets you do it for free!**

**Promoting your business via YouTube is an effective way to  
help potential customers or clients connect with your business**



# Online Directories

## Getting your local business' NAP (Name, Address, Phone Number)

Information listed on directories, online business listing sites and citation sites helps to improve visibility, but it also have a benefit to SEO.

# WhatsApp Marketing

WhatsApp Business was introduced in early 2018 as an app dedicated to small and medium business owners.

WhatsApp Business makes it easy for businesses to connect with their customers and build up loyalty, something so important these days.

It's a lot like the WhatsApp you already know and love, just with a few extra features to make it compatible with doing business:

- **Instead of a personal profile, you have a verifiable Business profile, complete with the company address, email, and website link.**
- **You can use auto responder messages that make it simpler to respond to customers.**
- **You get to use Broadcast Lists to broadcast messages to contacts.**
- **You Can Make Product Catalogue etc.**



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## Design & Digital Marketing Agency

"The first impression is the last impression."

In this cut-throat competition, creating a good impression is very important to develop your relationships with prospective clients. That is why developing a professional image and eye-catching marketing materials is essential and effective part of our marketing strategy.

We conceptualize ideas to develop an impressive and eye-catching brand to put you ahead of your competitors. We deliver inspired, effective, intelligent work for your brand.

### Service List

1. Brand Identity  
(Logo Designing, Stationary - Business Card, Letterhead, Envelope, Diary, etc)
2. E - Profile of Company
3. E - Brochure Designing
4. E - Catalogue Designing
5. Business Presentations
6. Coffee Table Books
7. Product Packaging
8. Digital Marketing
9. Print Ads, Flyers (Marketing Collaterals)
10. Website Development
11. Video Editing
12. Creative Merchandise Designing

### Clients



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[www.conceptcocktail.com](http://www.conceptcocktail.com)

Contact us for Business & Career

✉ [info@conceptcocktail.com](mailto:info@conceptcocktail.com)

☎ +91 755 923 5381 | +91 700 048 7002

📍 202, Riswi Tower, St Inez, Panaji, Goa-403001

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