

Creating Buzz for Small Businesses

Many small businesses are faced with the challenge of getting noticed in today's cluttered marketing environment. With less human and monetary resources small businesses have to use their time, man power, and budgets effectively. The challenge lies in reaching the correct target audience while the target is susceptible to receive the message.

Start building a relationship with your prospective customers by intergrading your business into the customer's environment. Help the relationship grow by having conversations and interacting with the audience; an interaction with a consumer is much more valuable than an intruding advertisement.

Three cost effective ways to interact with your audience and start creating buzz:

- Social media
- Guerilla Marketing
- Interactive sponsorships

Social Media is a free way to connect with your audience in an environment that is perfect for interaction. Facebook, Twitter and Google+ all allow you post messages so that you build a better relationship with customers. Social Media is a great way to start the conversations. Ask a trivia question, for a chance to win a prize or ask customers how they like your newest products; this will get the conversation started and give you a chance to learn from your audience.



Guerilla Marketing is a fun tactic to create buzz. Guerilla Marketing is an out of the ordinary advertising tactic in which low cost unconventional methods are used to promote a business. These tactics rely heavily on imagination rather than a large marketing budget. Guerilla



marketing campaigns ultimately create a unique and interactive experience for those who see it. The hope is that the campaign will generate buzz and ultimately turn viral; examples of guerilla tactics include flash mobs, money stamping and outdoor chalk murals. Jay Conrad Levinson who coined the term in his book *Guerrilla Marketing*, says, "Guerrilla marketing has been proven in action to work for small businesses around the world. It works because it's simple to understand, easy to implement and outrageously inexpensive."

Interactive sponsorships are also a great way for small businesses to get noticed, and get locals talking about your company. Sponsorships should be relevant to your business and audience, find a local event to sponsor in exchange for them allowing you to set up a booth at the event. Your booth should be more engaging than handing out flyers and free samples, have booth visitors play fun quick games in order to win branded prizes. Interactive sponsorships are a fun way to get to know your audience and get them talking about you.

Companies should remember that in order for these tactics to create optimal buzz you have to leverage them with a great in-store experience. The in-store experience will help to maintain the relationships with those who engage with the brand, these people will be a key component in creating buzz for your business.