



Attracting Your Tribe - Steps to Building Business

Social media plays an important role in business and will continue to for many small to medium business owners. Social Media offers the opportunity to reach many with minimal cost, resources and time. You can effectively market like the giant corporates on a minimal budget.

What we do need to consider is when we 'sell', communicate, connect or 'market' on the social media platform's, the "tribe" is not your customers/clients, it is the platform's customers or clients. We are a 3rd party supplier. Your groups, followers and tribe all belong to the social media platform of choice.

I am not saying this would happen, but what if? What if the social media platform you use the most suddenly was taken away? You may get 'bumped off', they may change the parameters of use or they may simply disappear. Look at Instagram as an example, the Australian government petitioned to have the numbers of 'likes' removed from this platform due to influencers and also bullying. There is talk that Tik Tok be banned from Australian internet services due to the Chinese government ownership. We just don't know what is around the corner these days.

Now more than ever we need to address the area of not only using multi-platform marketing, but also taking our connections off the platforms and onto or into something we personally own.

Even if our business is MLM or direct sales, I highly recommend owning your own website, so you can own our database. These two areas can significantly improve how and who we connect with on a regular basis.

Below are some alternative steps to success for attracting your tribe to you and working towards keeping them.

“Get Familiar with the unfamiliar”

40 Steps to Business Building without Social Media

<ul style="list-style-type: none"> • Own your own website – personal brand or business even if you are in MLM or direct sales 	<ul style="list-style-type: none"> • Go to networking events regularly to connect and build relationships
<ul style="list-style-type: none"> • Build an email database through an emailing service 	<ul style="list-style-type: none"> • Use Google ads to promote your website
<ul style="list-style-type: none"> • Create relationships with similar business types and look for joint venture opportunities 	<ul style="list-style-type: none"> • Add your business to “Google My Business”
<ul style="list-style-type: none"> • Create a Youtube channel 	<ul style="list-style-type: none"> • Be a guest speaker on livestreams or webinars
<ul style="list-style-type: none"> • Be a guest on a Podcast 	<ul style="list-style-type: none"> • Write and produce an ebook
<ul style="list-style-type: none"> • Place advertising on your car, such as a magnet or website on back window 	<ul style="list-style-type: none"> • Have a blog on your website and promote the information in groups and when networking
<ul style="list-style-type: none"> • Access no or low cost business directories with pointing back to your website (will assist in increasing your Google rankings) 	<ul style="list-style-type: none"> • Use Google Forms or Survey Monkey to create surveys to glisten information on your clients and customers needs (collect emails at the same time)
<ul style="list-style-type: none"> • Create a loyalty program for purchases or services 	<ul style="list-style-type: none"> • Network nationally and internationally if your business permits – don’t limit yourself to your local areas
<ul style="list-style-type: none"> • Find relevant websites to advertise your business directories, sponsorships options 	<ul style="list-style-type: none"> • Create giveaways in exchange for details to add to your database
<ul style="list-style-type: none"> • Donate branded gifts or gift certificates for service/product to raffles and local causes 	<ul style="list-style-type: none"> • Send birthday cards and thank you cards to current and past client/customers
<ul style="list-style-type: none"> • Create “Special Price” coupons or “friend” coupons to entice new clientele 	<ul style="list-style-type: none"> • Put leaflets/flyers in stores or community centres

<ul style="list-style-type: none"> • Give out your business cards everywhere you go 	<ul style="list-style-type: none"> • Photograph your business card and save it to favourites on your phone and SMS the photo – you now have that person’s contact number
<ul style="list-style-type: none"> • Go to trade shows as a visitor and mingle, you will be surprised the connections you can make 	<ul style="list-style-type: none"> • Go to business courses or complimentary seminars to connect with other businesses
<ul style="list-style-type: none"> • Interact and connect with leaders in your industry or similar industry – hang out with them and learn and teach 	<ul style="list-style-type: none"> • Sponsor a local event – some need only small financial donation or product or service and you can be promoted on their marketing collateral
<ul style="list-style-type: none"> • Create a focus group 	<ul style="list-style-type: none"> • Send out complimentary promotional gifts or give them out at networking events such as pens, notebooks, stickers
<ul style="list-style-type: none"> • Make sure your website is listed on all of the search engines and your pages are optimised 	<ul style="list-style-type: none"> • Add a new product or service and launch it to your community and your database
<ul style="list-style-type: none"> • Rewards for refer a friend or bring a friend 	<ul style="list-style-type: none"> • Start a newsletter or magazine that requires a subscription
<ul style="list-style-type: none"> • Write articles for the local newspaper or magazine 	<ul style="list-style-type: none"> • Join a local Toastmasters or Rostrum – it will connect you to others and in turn a great educational opportunity
<ul style="list-style-type: none"> • Hold online meetings such as Zoom or Live platforms 	<ul style="list-style-type: none"> • Access local radio shows for interview opportunities or listen and comment on national radio talk shows
<ul style="list-style-type: none"> • Advertise in the local school newsletter 	<ul style="list-style-type: none"> • Leaflet drop into letterboxes in your local area