

ORGANIC GROWTH:

7 Free Ways To Promote Your Startup



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#1 Social Footprints

Monitor social media channels for mentions and tags of your brand, competitors, similar products, and any keywords relevant to your business — reach out or join the conversation.



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#2 Local Events

Attend or host a meetups for your target audience. The perfect occasion to get IRL and honest feedback for your product/service.



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#3 Incumbent Reviews

Look for recent negative reviews of your closest competitors' product/service. You can either try to convert these disappointed customers or use it as insights to improve your communication around specific USPs.



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#4 Niche Keywords

Mainstream SEO isn't for startups. Ranking for competitive keywords can take months or years and you don't have this runway. Instead, focus on long-tail and local keywords. Also consider secondary placements on Google such as Images, Maps, YouTube that are less competitive than the main search results.



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#5 Online Communities

Join groups, forums, and communities where your target audience is already active. Focus on creating value and explore potential non-monetary collaborations with the admins of these online communities, they need content!



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#6 Brand Collabs

Identify local brands with a shared universe that already have access to your target group. Suggest a win-win campaign.



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#7 Thought Leadership

Use tools like Buzzsumo to find the most covered topics in your industry but also where your competitors earned referral traffic.

Create content covering these topics from a different angle and offer it as a contribution.



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Thank You

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