

# 3 Ways to Grow Your Business with Digital Networking

By **Ben Conde** - January 20, 2016



It's hard to believe we're almost at the end of January, but as the first month of 2016 draws to a close, it's important to recall the goals you established at the beginning of the year. If growing your business was a priority, we've got some great tips to help you leverage your digital network to improve your bottom line.

## Utilize your social channels

Social networks can be overwhelming at times, and it's easy to become a passive consumer as opposed to an active user. If you're following trending topics, see if there's a way you can be a part of the discussion. As long as you're adding value and it's relevant to your business, joining the conversation is a great way to expand your digital network. You may even gain a few followers along the way. There are also easy things you can do across all networks, such as liking, sharing, or commenting on posts that are relevant to your business.

If you're not sure which social channel you should devote your attention to, [here's a great rundown](#) of the best business functions per platform.

## Become a Guest Blogger

Being the savvy business-person you are, you likely know your peers and your competition. If they have a blog, have you reached out to offer yourself up as a guest blogger? Or if you don't feel comfortable reaching out to a peer or competitor, is there another non-related publication you could write for as an expert in your field?

For example, as a freelancer, you could write for a business or tech blog on how those industries affect how you work. By writing on someone else's forum, you can solidify your position as an authority in your field, and adopt a new audience along the way.

#Protip: Make sure to add your social handles to the end of your piece, so readers know where to find you online!

## Join a Forum

A freelancer's life is an awesome one, but like any job, it comes with hurdles. A forum can be a sanctuary when you reach these barriers. Search online to find a forum that caters to your particular industry. Once you find the right match, dive-in and absorb as much as you can.

And once you feel comfortable, start commenting and sharing your own experiences. You'll no doubt meet peers who are experiencing the same struggles and triumphs. What you learn in your chosen forum can not only help you grow as businessperson, but can also help you build connections for references and opportunities down the road.

Have a favorite digital networking tip? Share below.

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