

Market Your Business for Free

Learning Goal

Learn how to **promote your business using social media** without spending money—by leveraging content, consistency, and free growth strategies.

Platforms to Focus On

Each platform has its own *style of content* and *audience behavior*. Use them strategically:

- **Instagram** → Reels + Stories
 - Great for lifestyle, behind-the-scenes, and visual products
 - Use **Stories daily** to stay top of mind
 - Reels get the most organic reach
 - **TikTok** → Short, viral content
 - Ideal for *fun, authentic, and raw videos*
 - Use trending sounds + fast captions
 - Best for reaching a cold audience quickly
 - **LinkedIn** → B2B clients & networking
 - Post insights, tips, and case studies
 - Engage in comment sections to build authority
 - Great for coaches, consultants, and service providers
 - **YouTube Shorts** → Educational + trust-building
 - Teach mini-lessons (60 sec or less)
 - Strong SEO benefits (people find you later too)
 - Perfect for credibility + evergreen growth
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Step 1: Create a Content Strategy

A strong content strategy keeps you consistent and avoids “posting randomly.”

- **Use the 80/20 Rule:**
 - **80% Value** → Tips, tutorials, relatable content, behind-the-scenes
 - **20% Promotion** → Showcase your offers, products, services

- **Content Types to Mix:**
 - Reels (short, engaging video)
 - Carousels (step-by-step teaching posts)
 - Stories (quick updates, polls, Q&As)
 - **Posting Frequency:**
 - Aim for **1 Reel/Short daily**
 - 3–4 Stories throughout the day
 - Carousels or text posts 2–3 times/week
 - **Design Tools:**
 - **Canva** → ready-made templates, brand colors, and consistent design
 - Add captions to every video → boosts retention & accessibility
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Step 2: Growth Hacks

These hacks help your content reach **more people for free**:

1. **Use Trending Sounds** → Instagram & TikTok push trending audio more
 2. **Consistency Wins** → Post at the same time daily (algorithm loves patterns)
 3. **Engagement Strategy:**
 - Reply to *every comment & DM*
 - Comment on 5–10 accounts in your niche daily
 - Engage with your followers' Stories (build community)
 4. **Collaborate with Micro-Influencers:**
 - Find small creators (1K–10K followers)
 - Offer free value exchange (e.g., shoutout, free product)
 - Their audience = your new audience
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Case Study: Maya's Ebook Launch

- Maya started with **0 followers** and an **ebook to sell**
- She committed to posting **1 Reel daily for 30 days**
- Content type: "Tips + relatable pain points" from her ebook
- In 30 days →
 - **+1,200 new followers**
 - **57 ebook sales** (~\$570 profit if \$10/book)
 - All organic, no paid ads

👉 Lesson: **Small consistent actions = exponential growth.**



Student Task

Your action steps for today:

1. **Create 3 posts in Canva**
 - 1 Reel idea: Share your #1 tip related to your niche
 - 1 Carousel: “3 mistakes beginners make in [your niche]”
 - 1 Story: Quick behind-the-scenes of your business/product
 2. **Publish on Instagram or TikTok** (don’t wait for “perfect”)
 3. **Engage:** Comment on 5 accounts in your niche & reply to any DMs
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Checklist

- [] I created my first 3 posts in Canva
- [] I published them on Instagram/TikTok
- [] I engaged with at least 5 people today

⚡ **Pro Tip:** The algorithm doesn’t reward talent—it rewards *consistency*. Even “average” content posted daily beats “perfect” content posted once a month.