



Funded by
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Start-up your idea!

Nurturing entrepreneurship
in Poland, Slovakia and
the Czech Republic





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CAMP 4

How to promote your business



Contents

- 1. Networking**
- 2. Marketing**
- 3. Product/service development**

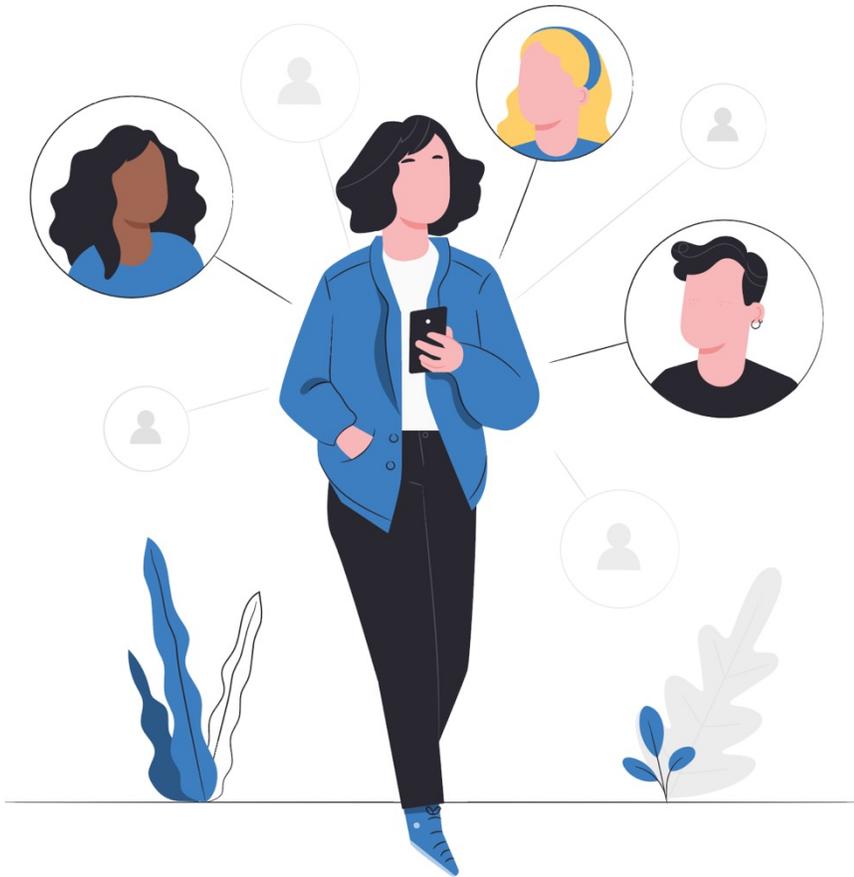


Now you need to reach customers and clients

Are there tools that can help you improve
your productivity and advertising?

1. Networking





***Networking* means building up business contacts in a goal-oriented way that benefits all the people involved**

You can gain valuable contacts, extend the scope of your product, exchange ideas, get feedback...

Where do you meet business contacts?



01

At trade fairs, shows and industry-specific events



02

During training, seminars, meetings, conferences



03

Via local or regional entrepreneurial networks



04

At regular get-togethers



05

On social networks (FB, Instagram, LinkedIn...)

How to make networking work?



Define a goal

Insist on quality
to establish good
business contacts

Give and take:
help a partner and ask
for their help in return

Be authentic



**Don't go to a meeting
with just a single goal!**

Networking is so much more
than selling

How to prepare?

- Business cards
- Product sample
- Voucher
- Discount
- Lottery...





What – Who – How

What do you do?



Who do you help?



How do you help them?

Some examples of a short introduction

Certified Business Coach, Sales and Marketing Trainer and Speaker who will make your business dreams executable.

I Help "Outsiders" Feel Included & Make Empowered Transitions 🦋 | Certified Life Coach | Podcast Host | Soul Sister & Sage Unicorn 🦄

I help Corporate Teams Unleash Confidence & Activate Peak Performance to Promote Well-Being and Elevate Sales

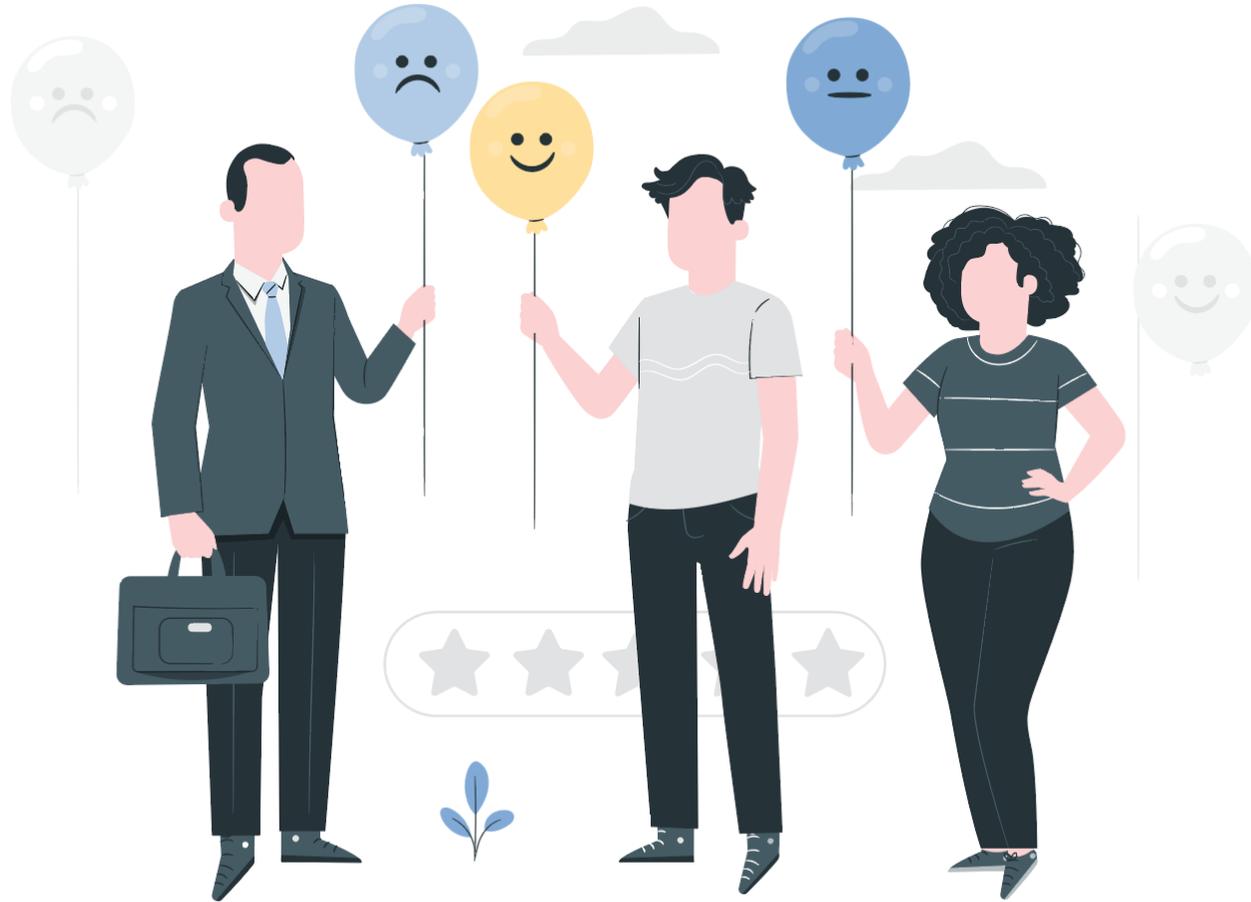
I help Corporate Teams Unleash
Confidence & Activate Peak Performance
to Promote Well-Being and Elevate Sales

No networking opportunity nearby?

Organise your own event...

2. Marketing





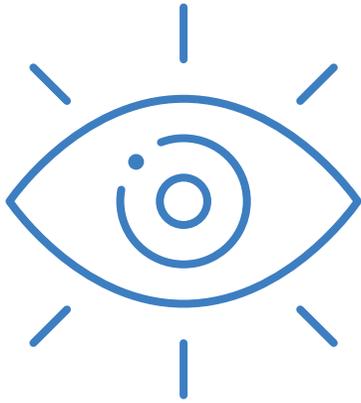
Marketing focuses on communication and consumer targeting to identify who the customer is

Marketing strategy



- Define the **goal** of the strategy, its time horizon and the feasibility
- Define who the **target buyers** are, and which is the most appropriate to
- Create a clear **message**
- Distribute content **through free promotional tools**
(you don't need freebies or expensive advertising tools at this stage)
- Promote yourself on **social media** – they can help you reach large numbers of people, engage with them and build brand awareness
- Cultivate **reputation**: ask customers for feedback and online reviews

Marketing



Image

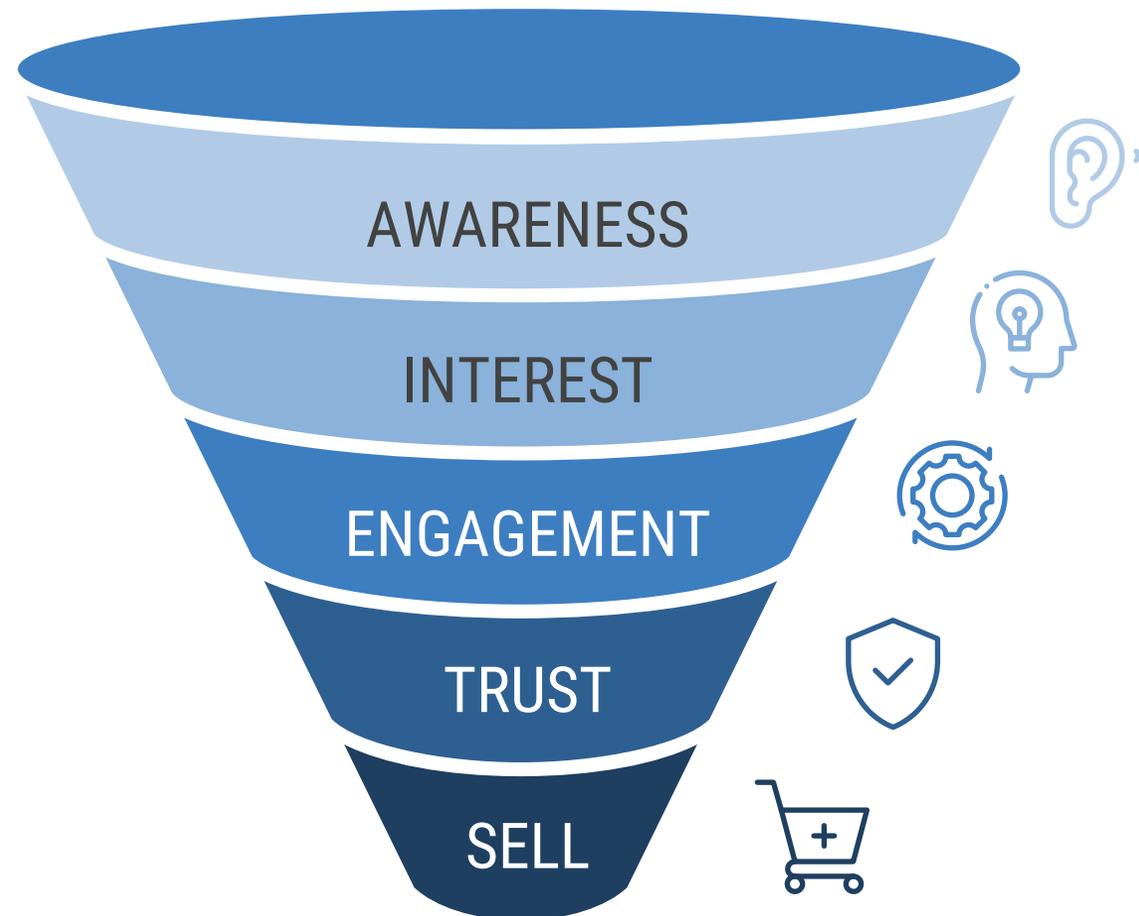


Contact



Active

Who do you want to reach?



Offline marketing

- Press
- Radio
- Banner
- Leaflet
- Picnics

Something to consider... [How To Market Your Business With No Money \(5 Ways\) - YouTube](#)





Entrepreneur or Influencer?

Thank you!



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