

# EASY WAYS YOUR SMB CAN GAIN EXPOSURE



## Join Relevant Communities

Coworking communities like MAC<sup>6</sup> provide valuable face-to-face networking opportunities, which are often much more impactful than online communities on social media platforms.

## Partner with Related Businesses

Starting joint projects with businesses that offer complimentary services is a good way to gain exposure to other local businesses or customers who may need your services. Coworking communities are a great place to meet potential partners.



## Host or Attend Classes and Events

It's often free to attend classes, weekly lunches or events, especially when they're offered within a community like MAC<sup>6</sup>. Events are a great way to network with other business owners and gain exposure to potential clients.

## Start a Referral Program

The right incentives can turn existing customers into brand advocates. A referral programs might cost you a little bit in discounts, but it can pay dividends in exposure and growing your book of business.



## Use Traditional Marketing Options Like Flyers and Business Cards

There's nothing wrong with utilizing affordable, old-fashioned marketing tools like flyers or business cards to get your brand out there. Every flyer might not turn into a sale, but you likely won't need many new clients from a paper-based marketing campaign to break even on the investment.

DISCOVER A WEALTH OF NETWORKING OPPORTUNITIES AT MAC<sup>6</sup>  
FIND A SMARTER WAY TO WORK AND GET EXPOSURE FOR YOUR BUSINESS  
CALL (480) 582-2200 TO BOOK A TOUR

