

110 WAYS

TO MARKET YOUR WEB DESIGN BUSINESS



Proven and effective strategies to build trust, find clients, and
GROW YOUR BUSINESS!

1. Come up with a good name for your agency.

A good business name can help you build credibility, increase brand recognition, and even impact search results. To get started, brainstorm potential names, try different combinations, do your research, and ask for feedback from people you trust. Take time during the selection process; it is an important decision to make.



For strategies on how to choose the right name for your agency, [read more here.](#)

2. Invest in a professionally designed logo for your business.

Once you decide on a business name, you'll need a logo. Your logo is the core of your brand so it's important that it looks its best. A good logo is not only eye candy on your marketing website and materials, but it can also help your business look professional, stand out from the competition, and earn the trust of potential customers.



You can find an affordable logo designer on sites like [Etsy](#), [Upwork](#) or [Fiverr](#). You can even hire the SiteSwan team to [create a logo](#) for you. We've designed hundreds of business logos over the years.

3. Find a good domain name for your agency website.

Oftentimes, your domain name is the same as, or similar to your actual business name that you are operating under. Make it unique, relatable, catchy, and easy to remember. To purchase a domain for your marketing website, check out <http://www.cheapeasydomains.com>

4. Optimize your reseller marketing website.

SiteSwan provides all of its resellers with their own marketing website to promote their agency. Take the time to personalize your site by uploading a logo, customizing the design, adding additional content and optimizing it for local search.



To learn more about setting up your marketing website, [click here.](#)

5. Submit your agency website to search engines.

It's very important to submit your business website to major search engines like Google, Yahoo, Bing, and others, so they can start indexing your site and including it in search results. You can do that instantly from your Dashboard with just 1 click using our "[Search Engine Submission Tool](#)."

6. Use the Local Prospecting Tool.

The [SiteSwan Local Prospecting Tool](#) enables you to search and find businesses in your area that do or don't have a website. You can even use the tool to determine if a website is not secure or not mobile optimized.



Remember, just because a business currently has a website, doesn't mean they don't need a new one. Be sure to check out any existing websites to see which are due for a redesign. For more tips on how to find web design clients using the local prospecting tool, click [here](#).

7. Come up with a good telemarketing script.

Calling business owners can be a very effective technique for website sales. When doing telemarketing, you have very little time to get your prospect's attention over the phone. By developing a well-written script and following it closely, either you or a hired sales rep can be very efficient at setting appointments.



Need help coming up with a script? Check out our [Resource Center](#) for our sample sales script template.

8. Utilize social media.

Social media is an effective and free way to promote your web design business. Create a Facebook Page, LinkedIn Profile, Twitter Account, Instagram Handle, etc. for your web design business. Use it to promote your brand, highlight your services, feature samples of your work, post relevant content, and connect with small business owners.



Click [here](#) for more advice on how to use Facebook to promote your business.

9. Always offer a FREE design demo.

What's more effective than showing clients examples of other sites you've built? Offer to create a customized site for their own business. This is one of the most effective ways to sell websites using the SiteSwan Platform and will show your prospects a "preview" of what their new website can look like. Use our Themes to create a fully-functional website in seconds, personalized for their business. Be sure to include the business's logo, brand colors, images, etc. This can help you stand out, earn their trust, and prove the value of your services.



For more ideas on how to customize a client's homepage, click [here](#).

10. Utilize email marketing.

Email marketing is a great way to stay in touch with customers and connect with potential clients. Send out regular emails that keep them informed about any new services you are offering, promotions you are running, and examples of your recent work.



Some popular email marketing platforms you can use for your email marketing include **Constant Contact**, **MailChimp**, and **Drip**. Do some research and check out some of the platform features to see which one would work best for you and your business.

11. Start a blog.

Adding a blog can help generate traffic to your site and engage potential clients. Write content that speaks directly to your target market. If your target market is small business owners, blog about ways to improve their online presence or affordable ways to market a small business including a new website built by you.



Check out how easy it is to **create a blog** on your agency website.

12. Don't delay your launch.

It's easy to get carried away with things like perfecting and printing all of your marketing materials that you might need. Don't let this stop you from spreading the word about your business and looking for clients immediately. Focus on launching quickly so you can start building your business right away.

13. Be persistent and consistent with sales.

Remember that sales is a numbers game. The more businesses you talk to, the more sales you will make. In other words, by putting more effort into sales, the better your results will be. The most successful business owners make sales a top priority.



Struggling with sales? Check out these **tips** for selling websites.

14. Identify your target market and cater to it.

Focus on small to medium sized businesses including mom-and-pop shops who are looking for an affordable, informational website to promote their business. Don't get distracted by businesses who don't fit your target market or require features or services that you can't offer.



Take a look at our [website Theme designs](#) for ideas on which small businesses could benefit from your services.

15. Hit up the local cafe, supermarket or diner.

Many local shops and eateries will have a community bulletin board where you can post a flyer, business card, or promotional piece about your web design services. Check back every so often to build a rapport with the owners of these local businesses and to see if you need to post a new promotional piece to the bulletin board.

16. Focus on your local market.

Even if your goal is to expand to nearby areas, it's much easier to focus your marketing efforts on a smaller geographic area to start, rather than trying to appeal to the masses.



Think about all of the businesses in your community where you already shop or that you already patronize (restaurants, nail salons, automotive repair shops, etc.) and start making contact; consider these your warm leads.

17. Pitch new and improved websites.

While on the hunt for your next client, don't be so quick to rule out businesses that already have a website. Sometimes, these are the best leads because they already know the benefits of having a website...you just need to show them why they need your services and how you can make their website better.



Want to learn more about selling website redesigns? Keep reading [here](#).

18. Invest in a Google Ads campaign to generate leads.

Google Ads is pay-per-click advertising model that displays your business above Google search results when someone searches phrases like "web designer near me," or whatever terms you want to be found for. You only pay when someone clicks on your ad and visits your website.



Get in front of your ideal customer with the online advertising platform, **Google Ads**. You can post one or multiple campaigns to help increase your reach.

19. Participate in community events.

Stay active in your community. Become a local voice in your community by participating in local events, fundraisers and business networking events. These are opportunities to position yourself as a local expert, build your credibility and get your brand in front of small business owners in your area.

20. Ask for testimonials and reviews.

Client testimonials are incredibly persuasive – they provide instant credibility and proof to prospective customers that your services work. Make it a habit to ask each client for a testimonial immediately after completing their new site.



Be sure to feature client testimonials throughout your marketing. Create a page on your marketing website to showcase recent reviews, include them in your marketing materials and share them on social media.

21. Advertise where your customers are.

Look for unique opportunities to promote your web design services. For example, if you cater to building websites for daycare facilities, look for parenting Facebook Groups to join where you can advertise your web design services to the businesses participating in the discussions.



For ideas on what industries you can target to gain new clients, review our **website Theme designs**.

22. Look for opportunities within your existing network.

Talk about your web design business to family and friends. Not only can they help build awareness and spread the word about your business, but you'll be surprised by how many people you know own, manage or work for a local business. You never know which one might need a new website.



Uncomfortable charging full price to family members or friends? Consider offering a "Friends and Family Discount" and reducing the setup fee while ideally keeping your monthly fee the same.

23. Hire a commissioned sales rep.

Hiring an independent sales rep can help you maximize your sales efforts and multiply your earning potential. Have them call and visit local businesses to sell your web design services and give them a percentage of each sale. Provide them with a sales script and equip them with marketing materials so they can efficiently pitch your services.



Consider compensating your sales rep by paying him/her part or all of the setup fee. This will allow you to reward them generously and still allow you to profit from the recurring monthly fee.

24. Send out postcards to local businesses.

Postcards can include your logo, website features, samples of your work and even your affordable pricing. Include a call to action that encourages the recipient to visit your website or contact you for a FREE website design demo.

25. Run a print advertisement in your local paper.

Many local newspapers have high readership from both residents and business owners who live in the community. This can be a cost effective way to quickly reach the masses.

26. Browse your local papers to see who's advertising.

Newspapers, shopper guides and local magazines can be a great source of leads. Look for businesses that either don't list a website URL in their ad, or whose current website is not good. If they're spending money on advertising, they certainly have the budget for a new website.

27. Start a Facebook Ad campaign.

With nearly 3 billion active users, Facebook is a great way to promote your web design business and target local small business owners. [Facebook advertisements](#) can be targeted to reach specific users based on many factors including activity, demographic, profile information, and off-Facebook activity.

28. Focus on your first paying customers.

The first sale is often the hardest to land. But sales are often like dominos – once you close the first few, the rest start falling into place.



For more guidance on how to gain new web design clients, check out our [article on this topic](#).

29. Sell to your existing customers.

If you're currently running a business or providing another service to small businesses, this is a great place to start pitching web design. For example, if you manage the social media accounts for a business and notice that their website appears outdated, discuss the benefits of a new website and offer to build them a new website.

30. Go door-to-door to local small businesses.

This is still one of the most effective ways to meet potential clients, build trust, and sell your services locally. Be sure to look professional, be friendly and pass out business cards and marketing material along the way.



Want more ideas on how to get web design clients? Click [here](#) for more tips and suggestions.

31. Design a brochure or flyer.

In the [Resources](#) section of your SiteSwan Dashboard, you'll find a series of templates you can use to promote your web design business. Get these professionally printed and hand them out when first meeting with potential clients as a way to leave something behind that always reminds them of your brand and the services you provide.



Need help designing a flyer or brochure? Check out [Upwork](#) or [Fiverr](#) to find an affordable graphic designer or visit your local print shop.

32. Hand out business cards.

Business cards are inexpensive and easy to produce, so get a bunch printed and hand them out to local small businesses and even friends and family. You can use our [template](#) or design your own.



Make sure your business card includes your logo, phone number, website URL, email address and always keep a stack on hand to give to potential clients. You can even use the back of the card for a special promotion or incentive like "Get \$100 off your website."

33. Give away branded promotional products.

Everything from pens, mugs, mouse pads, and more can be customized with your business name and/or logo. Look for items that are relevant to your business and target market and give them away to local business owners. Promotional products can grab their attention, remind them of your brand, and put it in a positive light for them.

34. Join a local Chamber of Commerce.

This not only gives you the opportunity to rub shoulders with local business owners and sell them a website for their business, but joining a Chamber of Commerce also gives you credibility as a fellow business owner in your community. Chambers of Commerce meetings are one of the best places to network locally.



Offer a special Chamber member discount. Create pricing that is specifically for members of your local chamber of commerce.

35. "Link up" with other websites.

Look for other organizations that serve small businesses such as financial advisors, business consultants, small business organizations or a chamber of commerce, and ask for them to add a link to your website from theirs. (You can offer a link back to their website as a thank you.)

36. Sponsor a local sports team.

This can be a very cost effective way to promote your web design business. One of the major benefits commonly offered is that your name will be featured on uniforms. This makes you a valuable community member and builds brand awareness.



Remember, a lot of parents could be local business owners in your community so when you sponsor a local sports team, you're getting your brand in front of your target audience.

37. Host a local seminar or workshop.

Invite small business owners to the local library, a diner, or even your office to educate them about ways to promote their business and the importance of a strong online presence (and be sure to plug information about your web design services).

38. Ask for referrals.

This is a simple thing, but many web designers fail to do it. Be sure that you ask your existing clients for names and contact information of business owners that might need your services. Don't wait for them to make an unprompted referral because many clients will not think of it on their own.



Don't limit yourself to asking for referrals only from your paying clients. Look for opportunities where a business or organization might recommend you in exchange for a referral fee. Think about businesses like hardware stores or plumbing supply stores – they see hundreds of business owners who could benefit from your services each week. Ask the store owner to place a flyer or leave your business cards in a visible location in their store and reward them with a referral commission for any new clients they send your way.

39. Be a people person.

Some of the best marketers are people who feel comfortable talking and networking. Be pleasant, polite, professional, positive and personable and more people will want to work with you.

40. Be patient with sales.

Take your success seriously and set realistic expectations. Building any successful business takes time. You're not going to get rich quick. Put the work in, focus on growing your business one day at a time, and then you can reap the long term rewards.



New to sales? Check out this [article](#) for some tips and advice on selling your web design services.

41. Make it easy for businesses to contact you.

Make sure your phone number and email address are visible from every page of your website as well as any social media pages you have for your business. And be sure to pick up the phone, reply to emails and acknowledge voicemails in a timely manner.

42. Invest in a toll-free number and answering service.

For the ultimate in professionalism and customer support, get an 800 or 888 or 844 number and put it on your site and marketing material. You can even get an answering service to pick up the phone 24/7 to take messages for you.



Use services such as [Grasshopper](#) or [Google voice](#) to get a line dedicated specifically to your business. You can call, text, and receive messages directly through these platforms. If you are looking for a service to help answer incoming calls, try [Access Direct](#).

43. Create a video to promote your business.

It can be an explainer video, series of customer testimonials, or just a commercial to promote your services. Post it to your marketing website as well as YouTube and social media for maximum exposure.



For a well-produced video to promote your business, hire a professional from job sites such as [Upwork](#) or even [Fiverr](#). In addition to editing the content, many of them will be able to add graphics, visuals, and music elements to the video.

44. Provide amazing customer service.

Treat your customers like gold and they'll be your best promoters. Since one of the best sources of leads is client referrals, do what you can to stay top-of-mind and in the good graces of your existing clients by providing over-the-top customer service even after the sale is complete. Pretty soon your clients will be bragging about you to their own network of friends and associates, making for high quality referrals coming your way.

45. Cold call local businesses.

Cold calling is still one of the most effective ways to sell websites to local businesses. Before calling, remember to do some preliminary research to get information about the business including a contact name and whether or not the business already has a website. Then grab your sales script and start dialing.

46. Create custom apparel branded for your web design business.

Imprint your business logo (and website URL) on t-shirts, hats, tote bags, etc. They'll serve as a walking billboard when you wear them to the gym or when you're around town. Your family, friends, and even loyal customers will be happy to wear them, and can become free brand promoters.

47. Join an online referral network.

Looking for a way to increase buzz about your business? Platforms such as [Alignable](#) can help you get referrals, build visibility and traction to your business, develop relationships with like-minded people, ask questions, and get advice.

48. Offer additional products and services.

You can expand your web design business and revenue potential by offering other services that your clients may need, such as social media marketing, reputation management, SEO, and business consulting. Once you gain their trust with one service, it will be much easier to sell them on other things they may need.



Did you know that most agencies charge \$99 - \$199 per month or more for Reputation Management? Click [here](#) to learn more about adding this lucrative service to your business.

49. Run a contest or giveaway.

Utilize social media, email blasts and advertising to run a contest. Offer the winner a free website design makeover. Even giving away one free site can earn you hundreds of local leads for other businesses that need a new website.

50. Always increase the value of your services.

Whether it's providing top-notch service, taking photos of their business to use on their website, updating their logo for free, or throwing in an extra service at a discounted fee, the more you can increase the value of your services, the more likely your clients will boast about your services to other business owners in their network.

51. Actively promote your web design business on Facebook.

Take advantage of the huge audience available to you on Facebook. Post engaging content regularly including samples of your work, marketing tips, and client testimonials. Be sure to include a call-to-action and/or link to your agency website.



Ready to get started? Click [here](#) to learn how to land your next 10 clients on Facebook TODAY!

52. Network with local businesses on LinkedIn.

Create a profile and align yourself with other business owners who might be interested in a new website and other marketing services you may offer. Be sure to post content regularly, including images, videos, and even long-form text, which gets great exposure on LinkedIn.



Create a separate LinkedIn page specifically for your business. Create a new business LinkedIn page [here](#).

53. Craft promotions tied to upcoming holidays.

The holidays are an easy excuse to run a limited-time promotion or special. New Years, Black Friday and Christmas are just a few holidays you can use to come up with a clever promotion that attracts new clients. Consider incentivizing new clients by discounting or waiving the setup fee as part of your promotional offer.



If you look at the [calendar](#), there is a holiday almost every month that you can leverage and associate with a promotion.

54. Package Reputation Management with your Website Monthly Service.

To further set yourself apart from your competitors, you can offer a value-added service like Reputation Management to every site you sell. With this, your client websites will not only be informational and lead generating, but they will also function as a means to improve the business's online reputation by actively collecting more 4- and 5-star reviews on sites like Google, Facebook, and Yelp.



Work on tighter margins or increase your monthly service fee to cover the cost of this additional service. Click [here](#) to learn more about the SiteSwan Reputation Management Tool.

55. Hire a free intern.

Connect with a local college or university and add your company to their list of internship opportunities. Or, simply post an internship position on a site like Craigslist. Look for students with an interest in sales or marketing to help you promote your web design business. They can generate leads, reach out to small businesses, manage your social media accounts and even help build sites.

56. Give something away for free.

As a way to increase value and incentivize new clients to work with you, offer something for free that doesn't come with significant costs to you. Consider offering them a logo redesign or a small print run of new business cards, mentions on your social media account, or even helping them claim some of their online listings.

57. Stop sweating the small stuff.

Remember, your web design agency is always a work in progress. It is easy to get distracted by little details and trying to perfect all aspects of your business. Instead, focus your efforts on the things that make you money such as bringing on new clients.

58. Don't give up.

Don't expect to get rich in your first month. Rome wasn't built in a day and your web design agency too will require time and effort. Most of those who fail, do so simply because they give up too quickly. Remember why you wanted to start your business in the first place and have that be your constant motivation. If you feel stuck or unsure of what step to take next, then reach out to our support team, who will be happy to help guide you.

59. Continue your education and improve your skills.

Never stop learning! Read books and blog articles, watch videos, find a mentor, or take an online marketing course to help you improve your sales and marketing tactics. Constantly refining and improving your skillset will be something you will not regret doing.

60. Build up your portfolio.

Showcase your best work. Rather than displaying examples of every site you build, create a brief portfolio of just your best work. Use these to show off to potential clients when asked about other sites you built or use for client references.



Just getting started? Here are a few [helpful suggestions](#) on how to build your portfolio without any clients.

61. Choose a niche.

Focus on a particular industry such as restaurants, landscapers or plumbers, for example, and carve out a local niche. Choosing a niche not only builds your credibility with similar businesses but allows you to create laser-focused marketing that speaks directly to business owners in the same industry.

62. Offer your services to help the community.

Offer to build a website for free for a local non-profit or to help promote an upcoming community event. This is a great way to give back to the community while also getting exposure for your business and potentially referrals too.

63. Get vehicle magnets for your business.

Slap a magnetic sign on your personal vehicle to build brand awareness as you drive around town. Include on the magnet your business logo, phone number, website address, your email and maybe a catchphrase that is simple and that prompts someone to read it such as, "Does your business need a website?"

64. Barter for goods and services that you need.

When pitching websites to businesses, think about if you could use any of the products or services they offer. If so, you might suggest that they provide you with those goods or services in exchange for a portion or all of the fee(s) associated with your website services. When growing your business, bartering is a great strategy to build your network. Also, many business owners would prefer to part with products or services valued at a given amount of money, rather than parting with the actual funds.



For example, if you were pitching a tree trimming company on a website for \$499, they might prefer to do \$499 worth of tree trimming services on your property, over putting \$499 on their credit card. Likewise, you'd probably prefer to provide them a free website setup instead of paying them \$499 to do tree trimming. Both parties get something they need while less money changes hands.

65. Create a free Google listing for your web design business.

Claiming or creating a business listing with Google can greatly improve search results for your business and help your agency come up in search results.



When you sign up for a [Google Business Profile](#), you have the ability to add your business information to Google Maps, Searches, and other Google services, and manage how your information appears on Google.

66. Differentiate yourself from the competition.

Don't worry – competition is OK. Simply find ways to stand out from the crowd and highlight what makes your web design services different and better – whether it's your prices, turnaround time, customer service, quality of your work, or even your knowledge of the local market.

67. Join an online community forum specific to your neighborhood.

Stay up-to-date about the latest news and happenings in your community. Connect with other local businesses and consumers, and look for opportunities to offer your services or promote your brand.



Search on Facebook to see if there is a group specifically for your town that you can join, or try platforms such as [Nextdoor](#).

68. Have fun – don't get stressed out.

Stay positive...a slow start is perfectly normal. Make sure you're having fun running your business. The more fun and happy you are, the more people will want to work with you.

69. Keep your prices affordable and show the value.

Don't overprice your services, especially in the beginning. You can always raise prices as you gain more clients and become more experienced on the platform.



For advice on [establishing your pricing](#), read our article on this topic.

70. Measure your results and make necessary changes.

Keep track of what you're doing and the results. This will help you determine which of your marketing efforts are working best, which aren't effective at all, and where your best opportunities are.

71. Find a business partner.

Two minds are better than one! Find someone who has the same passion for running a web design business as you, and who is willing to work just as hard as you. Look for someone who has a complementary skillset or has experience running a web design business.

72. Attend a tradeshow.

Tradeshows are events that are held to bring together members of a particular industry; if you feel drawn to serving a specific industry or have a niche that you specialize in, look for an upcoming tradeshow and attend. Walk around, introduce yourself, and hand out business cards and brochures for your business. You may even decide to join the organization putting on the tradeshow and setting up a booth to better get the attention of attendees.

73. Offer a limited-time discount or promotion.

Everyone likes to save money! Offer to discount or waive the setup fee for new clients during a limited period of time. Plan and market your promotions strategically to maximize their effectiveness.

74. Set goals and hold yourself accountable.

Do the math and figure out how many websites you need to sell in a year in order to meet your revenue goals. Hold yourself responsible for meeting these goals each week and month so you stay on track. If you don't hit your goals, ask yourself what YOU can be doing differently. Expect to start slow and pick up speed progressively.



Remember that web design has multiple revenue streams, so take those into consideration when setting your goals. Since there are several ways you can **make money** as a SiteSwan website reseller, you have a variety of ways to hit your goals.

75. Don't just build a business - build a brand.

It's one thing to build great websites at an affordable price, but if you spend time establishing a brand, you can achieve bigger and better results. Figure out who you are, decide what you want to be known for, stick to your core values, tell your story as much as you can, and be great at what you do. This will help you stand out and differentiate yourself from other web designers in the area.

76. Be fast, nimble and willing to evolve.

As an individual entrepreneur or small agency, you can turn on a dime with your branding, strategy, pricing, etc., which is something that the bigger companies in this space cannot do. Pay attention to industry trends or changes in the market, and identify any opportunities that your business can take advantage of, and act on them quickly – because you can.

77. Don't make too many changes at once.

It's wise to measure any changes you make to your marketing or business model one at a time so you can properly determine what's working and what's not. Let's say you are offering a new promotion – test out that promotion for several months, then begin to make small changes to see how it impacts sales.

78. Think long-term.

Not everything you do will yield instant results, but it could have substantial long-term potential. Even if you grow at a very modest pace, selling just a handful of sites each month, think about what your business will look like in 2, 5 or even 10 years from now if you keep at it. The more seeds you sow today will let you harvest something wonderful later.

79. Don't overcomplicate things.

Stick to the basics – focus on selling simple, informational, affordable websites to small businesses using the tools and features you have access to. It's a proven and practical business model that works.

80. It's never too early to start selling!

Some people actually delay the launch of their business simply to fine tune their marketing and sales strategy/materials. You have the [website design themes](#), [support](#), and [resources](#) to start right away! So, why wait? Practice your sales pitch (refine it as you go) and start bringing on web design clients.

81. Focus on benefits, not features.

People don't buy features, they buy benefits. Make sure you clearly highlight all the ways a new, quality website can benefit a small business. It can make them look more professional, build up consumer trust, generate leads for them, increase sales, boost search results, and improve their online presence amongst their competition.

82. Always follow up.

Just because someone might not want a new website today, doesn't mean you should write them off forever. Schedule a time to follow up, or simply reach out every few days or weeks depending on their situation. Don't forget!



If you know you want to follow up with someone on a specific day or at a specific time, create an event or reminder on your phone – you can even do it with a voice command.

83. Always follow up.

Yes, follow up is so crucial that we've listed it twice! Only **2% of sales** occur at a first meeting and 80% of prospects will say "NO" four times before they say "YES." That means it can take FIVE continuous follow-up efforts to close a sale. However, the majority of salespeople, 92% to be exact, will give up and stop calling after the fourth call. The small percentage of salespeople who actually follow up 5 times or more are the ones who close the majority of sales.



To learn more tips on how to turn prospects into clients, click [here](#).

84. Send handwritten thank you cards.

As we stressed, follow ups are vital in sales. A unique and personal way to follow up after a discussion with a prospect is to send a handwritten thank you note. You can also include inside the note a special offer or promotion. It's a unique way, different than an email or phone, to follow up that will surely be memorable, leaving a positive impression on them.

85. Utilize LinkedIn sponsored content.

Distribute ads, messages, videos, and/or images to targeted LinkedIn users outside of your visitors and followers. Sponsored Content on LinkedIn can appear in multiple locations, including the newsfeed, InMail, the notifications page, and connections page.

86. Go LIVE on Facebook or Instagram.

For those who like or follow your business page, they will be notified as soon as you go LIVE on Facebook or Instagram. This is a great opportunity to get in front of your target audience and provide them some valuable information or insight about your business.



Don't be afraid to get creative with your streaming content. To name a few ideas, you can share your expertise, conduct an interview, host a live Q&A, and highlight your product or services.

87. Invite consumers and businesses to follow you on social media.

We've stressed the importance of utilizing social media to market your business, but to get in front of your ideal audience, invite customers and local businesses to like or follow your social media page and in return, you should follow or like their page. Growing your friends and followers on social media will help your posts appear in more newsfeeds and build your credibility.

88. Visit a home improvement store.

Stores like Home Depot and Lowe's can be a great place to market your web design business and connect with local contractors. Contractors are easier to spot (just look for their logo on their shirt or their truck) and they can be seen purchasing supplies for their jobs. Introduce yourself and ask if they need a new website. Be sure to pass out flyers and business cards with your contact info on them.

89. Appear as a guest on a podcast or webinar.

Podcasts and webinars are often geared toward a target audience who are interested in learning about a specific topic or theme. Not only will you be able to share your knowledge and experiences, but this is a great way to boost your credibility, plug your services, and generate leads.



If you are appearing on a webinar or podcast, spread the word by promoting it on your social media pages and in your email marketing. They are often recorded programs, so you can also use it as additional content to share later.

90. Attend business networking events.

Unlike community events, networking events are often populated with other business professionals who are looking to network and do business with like-minded entrepreneurs. This could be a great opportunity to promote your agency, build your own network, form partnerships, and get new clients.

91. Give away a website for FREE.

Offer to build and manage a business's website 100% free - but limit it to a certain period of time like 3 months, 6 months or even a year. At that point, they'll be personally invested and won't want to give their website up or deal with the hassle of switching providers.



Keep it simple and try using one of our [website theme designs](#) for this special web design giveaway.

92. Post an ad on Craigslist.

You might be surprised by how many web designers get their first clients through Craigslist. While you're probably not going to pick up high-priced projects from an ad on Craigslist, if you are looking for small projects, there are a lot of possibilities. Write a quick ad and post it in a relevant thread in your local area and you may get some inquiries.

93. Utilize Influencer Marketing.

Influencers have a strong online following and people value their thoughts and opinions, as well as the brands, products or services they recommend. Before reaching out, do some research to familiarize yourself with their social media accounts and the content they normally share. When ready, approach them with a specific request and something of equal value in exchange. For example, you might offer them a website design in exchange for a mention in their next social media or blog post.

94. Seek out valuable partnerships.

Look for partnership opportunities with other vendors that offer complimentary products or services such as local printers, marketers, PR firms and even other web design companies. These relationships serve as a two-way street for customer referrals.



Traditional web design agencies that do fully custom web design and programming need to charge businesses thousands of dollars at minimum for a website. Because of this, they may not want to, or be able to, take on smaller clients with smaller budgets – which are the types of businesses that you'll be targeting. Ask them to pass along their smaller budget clients to you, and in return, you pass on to them any work that is beyond your capabilities.

95. Think beyond your local market.

The great thing about selling websites is that you're not restricted to your physical location. You can sell websites to businesses anywhere in the country. You'll often find that some rural towns and cities have less competition, making it easier for you to stand out.



Use the [SiteSwan Local Prospecting Tool](#) to find businesses in and around a specific area who don't have a website.

96. Come up with a good lead magnet.

Encourage small businesses to submit their information in exchange for valuable content on your website such as an Ebook, Tips and Tricks to Market Their Business, or Best Website Practices document. Then you can connect with them to pitch a website.

97. Repurpose blogs and submit to local papers.

If you're already writing educational blog pieces that could be beneficial to the masses, reach out and submit the article to a local paper. Include with your article submission a byline with your contact and business information as well as your business logo and headshot.

98. Broadcast your success.

Land a new client? Tell everyone about it including friends, family, and other businesses. The next time you are at the gym or picking up your kids from school, mention it in conversation. You never know who might be listening and the connections they have. People want to work with people who are successful because they feel confident in your abilities and that you know what you're doing.

99. Donate magazines/books to local businesses with a waiting room.

If you have a few old books or magazines that you are done with, create a sticker with your business information and put it on the front of the donated magazine or book. You can also put a few business cards on the inside of the pages that people can take with them.

100. Write case studies about your clients.

A case study can outline the scope of work you've done for the client along with results and how you positively impacted their business. Add these case studies to your agency website so prospective clients can easily see it when they're trying to learn more about what you offer.

101. Reach out to previous employers.

Did you work for a local pizzeria, restaurant, dance school or other local business in the past? Reach out and talk to them about what you're doing now and see if they need a new website. You'll often find that business owners who know you and that you have worked with will be more receptive to speaking with you about their website.

102. Open your doors and host community events in your office space.

If you've got a great office space or conference room, allow community organizations and non profits in your area to use it for gatherings. You'll most likely have a few minutes in the spotlight to talk about you and your business during the meeting or event. At the very least, you can hang signs with your logo and messaging throughout the space.

103. Trust your gut instincts.

Like anything else, you have to take a chance and go with what you believe is the right marketing decision for your business. Learn from your experiences, try different things, and see what works best.

104. Learn from others who do it best.

Don't feel that you have to reinvent the wheel when it comes to marketing. You can get great inspiration and ideas for your own marketing strategy from other businesses and resources. Read blogs, subscribe to receive other businesses' email marketing, and look on social media. Pick and choose what you like and apply those marketing tactics accordingly.

105. Sell yourself.

When a business owner hires you to build their website, most times they're buying into YOU, and not just the features or price. If you come off as being professional, attentive, considerate, engaging, and polite, it will be much easier to close a deal.

106. Be flexible with pricing.

Especially when you are just getting started, it's important to be flexible with your pricing. Consider offering a discount on the initial setup fee or an entry level package for businesses with a tight budget. Not only will this get you immediate revenue, but it allows you to up-sell or upgrade these clients later down the road.

107. Get listed in business directories.

[Yelp](#), [Merchant Circle](#), [Foursquare](#), and [Yellow Pages](#) are just a few of the hundreds of directories, both print and online, on which you can list your web design services. The more exposure you get for your business the better. Online directory listings can even improve your search results online.

108. Send out holiday cards.

A personalized, handwritten holiday card is a great way to express thanks to current clients and touch base with potential clients. Use a personal greeting along with a simple marketing message as a way to remind them of the services you offer. Be sure to keep it short and sincere without being too salesy.

109. Canvas your local market.

Similar to the way that roofers, contractors, and solar companies knock on neighbors' doors when they complete a job, when you finish a client's website, reach out to nearby businesses to see if they would be interested in your services. Mention your client's name and leverage the fact that you are working with other businesses in their area to help build trust and credibility.

110. Come up with a good tagline or slogan.

A tagline is a short and memorable phrase that represents your brand, core values, and/or what makes your product or services unique. A good tagline can help you stand out, increase brand recognition and help convey exactly what your company does or offers.



110 WAYS TO MARKET YOUR WEB DESIGN BUSINESS

Thanks for Reading!