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5 Easy Ways to Help VR Customers With Marketing

Marketing can be one of the more challenging areas for VR Customers who are starting and growing their own business. This is often because people think about marketing as business requirement versus a natural process of sharing what they do with others. Once they understand that it's all about sharing what they do, here are 5 great communication channels they can use:

1. **Email Marketing** | Everyone loves their mobile devices as a way to stay connected. Take advantage of this by using short emails to stay in touch. It could be as simple as a thank you for your business or announcing an upcoming sale if you're a retailer, or a seasonal "to-do" item if you provide some type of maintenance service. It's all about staying in touch.
2. **Phone & Greeting** | Your phone can be a very effective marketing tool. This includes having a [custom phone number](#), such as 1-800-77-Jewel, to make it easier to remember, as well as a multi-purpose phone greeting – one that greets callers and also informs them about what you do or what you may be currently promoting.
3. **Sales & Promotions** | Everyone loves a reason to celebrate! When you offer a special sale or promotion, it's all about celebrating. What better way to keep customers coming back for more than with a sale! Social media is one great way to announce these types of special events, as it signage if you have a storefront. The more ways you can invite people, the better the outcome.
4. **Get Active** | For community-based businesses, take advantage of local events such as fairs, parades, farmers markets, and road races. Consider different ways of participating that help to build brand awareness for your business. This includes sponsorships, running in a race, working a table, and holding a contest. Customers like seeing the personal side of who you are as well as what you do for business.
5. **Seek Advice** | When it comes to marketing, the more minds the better. After all, no two customers are alike. Consider engaging students at a local university to do a marketing research project – they get real world experience and credit, and you get valuable advice. Consider using a [free survey application](#) to ask your customers what they think. There are also local [small business assistance](#) agencies that offer free guidance with marketing.

Successful marketing is all about successful communications. For VR Customers who love what they do, talking about it usually comes easy. And, once they realize all of the different and easy ways that they can do this, they typically enjoy marketing as well!

For more information, visit: <http://www.buzvr.org/>

Knowledge Institute specializes in helping individuals to start, grow and succeed in business through [individual coaching](#), [agency training programs](#), and corporate [content and influencer marketing](#) services.

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