



Low Cost Marketing Strategies Course

High Impact, Low Budget
Marketing Tactics You Can
Afford

Module 5 – Build Your Network



Learning Objective:

Find ways to establish and develop relationships



Why Network?

- The goal of networking is to build relationships for the long term
- Follow-up is key





➤ To expand their circle of colleagues in the same sphere of work to build their reputation and visibility

➤ To connect with influencers in their field so that they attract possible joint venture partners

➤ To share their expertise and showcase their work so that they're recognized as an industry expert

➤ To stay on top of the latest trends in their industry so they have up-to-date information to share

➤ To see what their competitors are up to so they can find ways to emphasize their uniqueness



How much time do you want to dedicate to networking?



Networking is about helping others first
and then asking if they can help you



Quick Tactics:

Improve the
power of your
networking

- **Order Some New Business Cards**



Quick Tactics:

Improve the
power of your
networking

- Order Some New Business Cards
- **Create a Digital Business Card**



Quick Tactics:

Improve the
power of your
networking

- Order Some New Business Cards
- Create a Digital Business Card
- **Start Networking on LinkedIn**



Quick Tactics:

Improve the
power of your
networking

- Order Some New Business Cards
- Create a Digital Business Card
- Start Networking on LinkedIn
- **Attend Online Meetups & Training**



Quick Tactics:

Improve the
power of your
networking

- Order Some New Business Cards
- Create a Digital Business Card
- Start Networking on LinkedIn
- Attend Online Meetups & Training
- **Run Online Meetings**



Quick Tactics:

Improve the
power of your
networking

- Order Some New Business Cards
- Create a Digital Business Card
- Start Networking on LinkedIn
- Attend Online Meetups & Training
- Run Online Meetings
- **Join Relevant Organizations**



Quick Tactics:

Improve the
power of your
networking

- Order Some New Business Cards
- Create a Digital Business Card
- Start Networking on LinkedIn
- Attend Online Meetups & Training
- Run Online Meetings
- Join Relevant Organizations
- **Go to Networking Events**



Longer Tactics:

Extend your
circle of
connections

- **Set Up a Virtual Summit**



Longer Tactics:

Extend your
circle of
connections

- Set Up a Virtual Summit
- **Attend Online
Conferences and
Streamed Events**



Longer Tactics:

Extend your
circle of
connections

- Set Up a Virtual Summit
- Attend Online Conferences and Streamed Events
- **Organize a Virtual Trade Show**



Longer Tactics:

Extend your
circle of
connections

- Set Up a Virtual Summit
- Attend Online Conferences and Streamed Events
- Organize a Virtual Trade Show
- **Find Joint Venture Partners**



Longer Tactics:

Extend your
circle of
connections

- Set Up a Virtual Summit
- Attend Online Conferences and Streamed Events
- Organize a Virtual Trade Show
- Find Joint Venture Partners
- **Create a Team Networking Culture**



Action Steps:

1. What is your goal for networking?
2. Define how much time you can allocate to networking tactics both online and offline.
3. Identify the types of help you can offer the people you want to network with.
4. Choose 3 quick and 1 longer tactic which make most sense to your audience and your business.





What's Next?

Module 6

Expand Your Visibility