

What's Developing

Do you own a business? Do you have all the customers you want? Do you have some marketing strategies or do you mostly just wait for someone to show up to buy your goods and services?

Very few businesses will honestly state that they have all the business they want and hope that no more customers show up.

If you are in the majority and want additional customers, here are some ideas to bring more people to your business and boost your bottom line.

- Newspaper advertising
- Radio advertising
- Business cards – hand them out freely. Place them in the business card holder in the Information Center
- Posters – especially if you are having a sale or a special event
- Eureka Chamber's electronic billboard
- The Eureka Show – twice weekly with an audience of 44,000
- Set up a website
- Have your business name, contact information, and a link to your website on Eureka Community Development Company's website
- Join organizations specific to your type of business where you can exchange ideas and attend conventions and training with others across the region or state (SD Retailers offers free webinars for members, as well as other useful information for businesses)
- Set up a Facebook page and make regular postings
- Be a sponsor of events held by local organizations
- Do extra advertising or hold a sale when there will be extra people in town
- Have an attractive business sign in good condition
- Use coupons – people like to get good deals

If people do not know about your business they will not shop there. Get your name out in a variety of ways. Make your business visible. Boosting business may not be easy, but it can be done through hard work and maybe some imagination.

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