



Promoting & Supporting Local Small Businesses

Challenges for local entrepreneurs



I wrote an article recently on the importance of shopping locally and supporting the local businesses and services in our area. Of course for most businesses that means developing and promoting their websites, which for small businesses, like mine, this is just another feature of business life that does not have the benefit of a dedicated social media team, or to put it another way, it's a feature of modern business life that must be slotted into the the array of other tasks that need to be administered for business survival. Many of our local independent businesses are working hard behind the scenes to establish websites and to increase their socially media presence so that local people can still keep in touch with their favourite local store or service provider during these difficult times. Some local businesses are also advertising on Instagram or Facebook so remember to have a look at their posts. Follow them on social media and make sure you 'like' and 'share' their deals or offers with friends and family as this will enable their company to reach a larger audience, promote the products and service and to hopefully assist with their brand awareness.



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Craft stall holders too are embracing social media, whilst innovative Christmas markets and craft events are going on-line and holding 'virtual' markets. Although there is nothing better than attending a real event, this gives the ability for local stall holders to reach out to their customers and to show their stunning products during lockdown. Remember that by supporting a small artisan business and its owner you are not only supporting a dream but you are increasing the odds of success and longevity of that business, as well helping to keep the owners entrepreneurial spirit alive.

We can all play a part in helping your local business to survive. If you haven't already then start to day.

Rachel.

