

- Social media
 - **Collaborative Content:** Create a collaborative post or reel series with complementary service providers
 - **Instagram Live "Tour":** Host live conversations with 5-10 experts or influencers over a week, diving into topics that matter to your ICA
 - **Takeovers:** Partner with an aligned brand or influencers to "take over" each other's social media accounts for a day to share insights and cross-promote
 - **Themed Challenges:** Launch a 5- or 7-day challenge for your audience
 - **Reel Remixing:** Use trending reels from influencers or brands in your space to remix and create your own content with your own commentary
 - **Polls and Q&A Sessions:** Use interactive stories on Instagram or TikTok to host "Ask Me Anything" sessions or run polls to boost engagement
 - **Hashtag Campaigns:** Create and promote a branded hashtag tied to a movement or series your audience can participate in (example: #ToddlerMomWins).
 - **Giveaways:** Collaborate with other brands to host a themed giveaway tailored to your audience's needs
 - **User-Generated Content Campaign:** Encourage followers to tag your brand or use a specific hashtag to share their experiences, then reshare their posts
 - **Community Spotlights:** Highlight local or online businesses your audience would love and tag them (with the goal of the business re-sharing your content on their page)
 - **Trending Sounds:** Attach trending sounds to your reels and post to increase visibility and the chance of virality
- Collabs
 - In-Person Collabs:
 - **Workshops at Local Libraries:** Offer an educational or skill-based workshop (examples: "Intro to Social Media Marketing" or "DIY Crafts").
 - **Coffee Shop Pop-Ups:** Host a pop-up event with a local coffee shop to showcase your product or service
 - **Retail Partnerships:** Collaborate with a boutique or store to host an exclusive shopping night or product demo
 - **Community Events:** Partner with event organizers to sponsor or co-host a local market, fair, or festival
 - **Fitness Studios:** Co-host wellness or lifestyle events with gyms or yoga studios (example: "Nutrition Tips for Busy Professionals")
 - **Food and Beverage Businesses:** Create a limited-time menu item or drink with a local restaurant or bakery, branded for your business
 - **Hotels or Hospitality Venues:** Offer in-room perks or packages featuring your product or service (example: "Relaxation Bundles")
 - **Outdoor Collaborations:** Partner with parks or outdoor event organizers to provide interactive activities or branded giveaways
 - Digital Collabs:
 - **Virtual Workshops or Virtual Panels:** Team up with other experts for an digital educational session that aligns with all of your audiences' interests
 - **Content Swaps:** Write guest posts for each other's blogs, newsletters, or social media accounts
 - **Co-Branded Guides or Resources:** Create downloadable resources (examples: e-books, checklists, or templates) to share with both audiences

- **Joint Social Media Campaigns:** Launch a co-branded campaign, such as a hashtag challenge or user-generated content series
 - **Collaborative Giveaways:** Partner with other brands to create a valuable prize package for your shared audience
 - **Cross-Promotion on Newsletters:** Share each other's offers to your respective email lists
 - Product or Service-Based Collabs:
 - **Co-Branded Products:** Create a limited-edition product with another business (example: a joint apparel design or curated gift box)
 - **Service Bundles:** Pair services with a complementary provider for a discounted or enhanced package
 - **Pop-Up Shops:** Set up a temporary store in a shared space with other vendors to increase visibility
 - **Exclusive Discounts:** Offer discounts to each other's audiences for a limited time to encourage cross-promotion
 - **Collaborative Sampling:** Provide samples of your product or service to include with another business's offerings
 - Community and Networking Collabs:
 - **Charity Events:** Partner with a nonprofit for fundraising events, drives, or donation-matching campaigns
 - **Panel Discussions:** Co-host an in-person panel featuring experts from your industry
 - **Local Business Alliances:** Create a coalition of businesses in your area to promote each other's services or host joint events
 - **Mentorship Programs:** Collaborate with schools or community organizations to provide mentorship or educational resources
 - **Networking Events:** Co-organize networking meetups for professionals in your niche or for your ICA (example: toddler moms)
- SEO
 - **Keyword Research and Optimization:** Identify relevant keywords your audience searches for and incorporate them into your website content
 - **Blogging:** Write regular, high-quality blog posts targeting specific long-tail keywords or answering common questions in your industry
 - **User-Generated Content:** Encourage reviews, testimonials, or community contributions that include relevant keywords
 - **Meta Titles and Descriptions:** Write compelling, keyword-rich meta titles and descriptions for each page
 - **Internal Linking:** Link to other relevant pages on your website to boost navigation and distribute link equity
 - **Optimized Headers (H1, H2, H3):** Use headers with target keywords to structure your content and improve readability
 - **Alt Text for Images:** Add descriptive alt text to all images, incorporating keywords where appropriate
 - **URL Structure:** Create short, clean, and keyword-rich URLs
 - **Google Business Profile:** Optimize your Google Business Profile with accurate information, photos, and regular updates
 - **Local Backlinks:** Partner with local businesses, blogs, or directories to earn backlinks from their websites
 - **Local Content:** Create content targeting your local audience, such as "10 Things to Do in [City]" or "Guide to [Local Event]"
- Networking

- **Attend Industry Events:** Join conferences, expos, or trade shows relevant to your field
- **Local Meetups:** Participate in (or host!) community gatherings or industry-specific meetups in your area
- **Business Networking Groups:** Join organizations like BNI (Business Networking International) or local chambers of commerce
- **Co-Working Spaces:** Work from a shared space and connect with other professionals
- **Workshops and Classes:** Enroll in workshops to meet like-minded individuals or better connect with your ICA
- **Community Events:** Volunteer at local events to connect with other business owners
- **Coffee Chats:** Schedule one-on-one meetings with local founders or with people in your community who have engaged with a lot of your content
- **Open Houses or Tours:** Host an event at your business to showcase what you do and invite community members
- **LinkedIn Engagement:** Share content, comment on posts, and message professionals in your industry
- **Online Communities:** Join industry forums, Slack groups, Facebook groups, and memberships
- **Alumni Associations:** Reconnect with college or university alumni through events and online networks
- **Hobby Groups:** Join clubs or groups related to your interests (examples: book clubs, hiking groups) where your ICA may also be spending their time
- **Guesting in programs**
 - **Expert Panels:** Join a virtual panel discussion with other professionals in your field
 - **Guest Lectures:** Present a topic or workshop during an existing workshop series
 - **Virtual Conferences:** Speak or moderate sessions at online summits or conferences
 - **Guest Teaching:** Offer to teach a single session or workshop for a course or training program
 - **Mastermind Sessions:** Be a featured speaker or mentor for a mastermind group
 - **School or University Talks:** Present a lecture or discussion for students at a local school or university
 - **Library Events:** Host a free workshop or presentation at a local library as a part of a series they're hosting
 - **Local Clubs or Organizations:** Present to groups like Rotary Clubs, business associations, or hobby groups
 - **Conference Speaking Slots:** Apply to be a guest speaker at industry conferences
 - **Trade Shows or Expos:** Participate in panel discussions or Q&A sessions
 - **Industry Roundtables:** Contribute as a guest in roundtable conversations
- **Podcasts**
 - **Pitch Yourself:** Reach out to podcast hosts to be a guest on their show
 - **Educational Series:** Create a mini podcast series that teaches listeners about a specific topic through bite-sized episodes
 - **Interview Series:** Host industry leaders, clients, or community members to share their stories
 - **Guest Swaps:** Be a guest on their podcast while they guest on yours

- **Joint Giveaways:** Collaborate with a podcast host to offer exclusive listener perks
- **Sponsor Episodes:** Advertise your business or services on podcasts with audiences that align with your ICA
- **Create Snippets:** Share key moments or soundbites from your podcast appearances on social media
- Referral programs
 - **Discount for Both:** Offer a percentage discount (example: 10%) for both the referrer and the new customer
 - **Cash Rewards:** Provide monetary rewards (example: \$50 or \$100) for successful referrals
 - **Store Credit:** Give referrers credit to use on future purchases
 - **Tiered Rewards:** Increase rewards based on the number of referrals (example: \$20 for the first, \$30 for the second)
 - **Gift Cards:** Offer gift cards to popular retailers or your own store for referrals
 - **VIP Access:** Give referrers early access to new products, services, or sales
 - **Exclusive Products or Services:** Offer limited-edition items or services as a reward
 - **Free Upgrades:** Reward referrals with a free upgrade on a product or service tier
 - **Referral Leaderboard:** Gamify referrals by showing top referrers and offering additional prizes
 - **Referral Club:** Create a referral-only group with exclusive benefits for participants
 - **Public Acknowledgment:** Highlight top referrers in newsletters, social media, or on your website
 - **Affiliate Programs:** Provide a percentage of sales or recurring commissions for referrals
 - **Seasonal Campaigns:** Launch referral bonuses tied to holidays, back-to-school, or summer campaigns
 - **Event Tickets:** Reward referrals with free or discounted tickets to events you're hosting
 - **Referral Codes:** Use unique codes for customers to track referrals and rewards easily
- Press
 - **Business Launch Announcement:** Share news about your new business, product, or service launch with local newspapers or online publications
 - **Seasonal Features:** Pitch ideas for seasonal stories tied to your business, like holiday gift guides or summer events
 - **Local Events:** Promote workshops, pop-ups, or fundraisers you're hosting or involved in
 - **Expert Commentary:** Offer insights or quotes for articles in your area of expertise
 - **Op-Ed Contributions:** Write opinion pieces or thought leadership articles for industry or local publications
 - **Trend Spotting:** Provide input on emerging trends in your industry to position yourself as an authority
 - **Follow Journalist Requests:** Monitor platforms like HARO (Help a Reporter Out) or Twitter for media queries you can answer
 - **Share Press Mentions:** Repurpose media coverage by sharing it on your website, newsletters, and social media

- **“As Seen In” Section:** Add logos or mentions of publications that have featured your business to your website
- **Media Previews:** Host an exclusive event to showcase a new product or service for journalists and influencers
- **Creative PR Stunts:** Design a buzzworthy campaign that gets attention (examples: flash mobs, unique giveaways, or eye-catching installations)
- **Ribbon-Cutting Ceremonies:** Invite local press and officials to celebrate a grand opening or new location
- **Anniversary Celebrations:** Use milestones like anniversaries as opportunities for press-worthy events
- **Ads**
 - **Targeted Facebook/Instagram Ads:** Use detailed targeting based on interests, behaviors, demographics, and location to reach your ideal customers
 - **Google Search Ads:** Create ads that appear when users search for relevant keywords on Google, driving traffic to your website or landing page
 - **Google Display Network:** Advertise across Google’s network of websites, apps, and YouTube with banner ads or visual creatives
 - **YouTube Ads:** Run pre-roll or mid-roll ads on YouTube that directly speak to your target audience
 - **Remarketing Ads:** Set up remarketing campaigns to show ads to people who have visited your site but didn’t take the desired action (examples: purchasing or signing up)
 - **Co-Branding with Influencers:** Partner with an influencer to run paid ads on their channels or profile
 - **Partner Promotions:** Collaborate with complementary businesses to run joint ads offering bundled services or cross-promotions
 - **Event-Based Ads:** Team up with an event or conference to run ads promoting both the event and your business
 - **Local Newspaper Ads:** Advertise in the print or online versions of local newspapers
 - **Billboards:** Create eye-catching billboard ads in high-traffic areas
 - **Radio or Podcast Ads:** Run ads on local radio stations or podcasts
 - **Direct Mail:** Send postcards, catalogs, or flyers to potential clients or customers, offering discounts or promotions
 - **Sponsored Blog Posts:** Pay to have blog posts created and promoted through sponsored content on relevant websites or platforms