

Any business owner will tell you that good marketing is absolutely vital to a company's growth and development. Without strong marketing efforts, it would be difficult for a company to grow and earn more profit, since their potential customers would be simply unaware that the brand exists. If you are a business owner, then you might be looking for new and innovative methods of marketing that will help your company to gain an edge over the competition. We've listed some great and unique methods of advertising your company that are sure to make you stand out from the crowd.



#1. Use Your Car:

If you drive a car, then why not turn it into an innovative marketing material for your business? Thanks to [Stickonsigns in Melbourne](#), you can have custom-made signs designed and printed, which can then be placed on your car, where other drivers on the road can easily see them. So, if you're stuck in traffic, the driver behind and to the side of you will be able to see your brand advertisement, and your contact details – who knows, they could be looking for a brand exactly like yours! And, if you park your car outside your home or on a driveway that's visible to passers-by, you'll be gaining even more brand exposure.

#2. Sponsor a Sports Team:

Most local areas will have a range of small, local sports teams – often school, college or university sports teams. To gain more brand exposure in your local area, you might want to consider sponsoring a local sports team – they could wear your brand on their shirts when playing, to gain extra exposure for you! Along with that, a [local business](#) that gets involved with various parts of their local community will always go down well, which could help to give your reputation a boost.

#3. Hold a Social Media Competition:

When it comes to social media, brands sharing information about their products, services and deals is nothing special – every brand does it! However, when you provide your followers and other social media users with the chance to win something for free, then you're surely going to start getting more interest. For example, you could hold a competition on Facebook, where the lucky winner is awarded with a free product, or a money-off voucher for the next time they shop with you. To enter, you could have them like your page and share the competition, for example, which will gain more exposure for your brand across social media platforms.

#4. Get in the News:

When gaining exposure for your business and brand, there are little more powerful [marketing](#) tools than the media! Getting in the news can be a great way to spread the word and gain more

Unique Marketing Strategies to Make Your Brand Stand Out

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exposure to your target audience. What you do that's newsworthy is up to you – you could do something good in your community such as teaming up with local schools to teach children about running a business, or, you could do something daring such as a skydive or bungee jump to raise money for a local charity, which is sure to at least get you in the local news.