

# 10 Small Scale Business Ideas To Use Without Digging A Hole

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## In brief

Spending on marketing is a costly affair for many small business entrepreneurs Because they have limited phones and there is cut throat competition in the market out there. These Reasons are enough to double your efforts.

Spending on marketing is a costly affair for many small business entrepreneurs Because they have limited phones and there is cut throat competition in the market out there. These Reasons are enough to double your efforts. Even with a limited budget, you can do wonders if you decide to spend your funds wisely.

## 1. Social Media

Don't take social media for granted, you can do a lot through social media. You can target your audience online, nowadays almost everyone uses social media, this will help you in increasing your reach. Focus on generating quality content and keep your account/page updated. You can also run paid/ Sponsored advertisements on social media.

## 2. Research

Reaching about the market, customer's interest is the most neglected step. You should consider it as an important step as it can help you in saving your funds and time. Before implementing your actions and planning, you must research how the market works, which type of audience you need to target.

## 3. Blog By Your Site

Posting a regular quality blog to your site will surely increase the traffic to your website, but you need to be consistent posting one or two blocks per week would be enough. Basically, using a reliable summarizer tool and focusing on quality content attracts more and more readers. And don't forget to share your blocks to your other social networking sites which belong to your company.

## 4. Concentrate on quality

This is the best thing you can do for your business. Instead of spending funds on paid advertisements and promotions try to invest in your product so that you can provide the best quality product to the consumer. If you succeed in impressing consumers from the product's quality they began to do your promotion for free as they'll suggest your brand to their friends and known ones.

## 5. Data collection

Keeping an eye on your customer's data can be beneficial for your business especially when you're running a small business because you don't need to spend on the acquisition of the data from third-party apps. This step can save you a lot of funds, and time.

## 6. Rich media and infographics

You need to spend on advertisements because today's busy, reckless, and rushing audience don't have enough time to pay attention to the things in which they aren't interested, in many types of research it is found that people are more attracted towards visuals than texts. So, it is better to invest in rich media and infographics so that you can grab the attention of the audience.

## 7. Explore LinkedIn

Your purpose for signing in LinkedIn shouldn't be limited to adding connections. And increasing your reach you can do much more on this platform. Create your company's page and try to be regular, participate in group and try to stay consistent. You should post regularly so that you can keep your network up-to-date. If you follow these steps correctly this will surely help you in the future. All you need is to be patient and consistent.

## 8. Hold contest and referral programs

Holding contest and referral programs will surely help you in getting new leads would imply more customers and it will help you in increasing your overall sales, This step also helps you in acquiring the potential market but yes it needs enough funds. You should arrange monthly contests.

Similarly, You should run referral programs where you can Award your customer with a product as a gift, and a discount for referring your product or service to others. This will help you in extending your database along with overall sales.

## 9. Guerrilla Market

A lot of entrepreneurs are opting for Guerrilla Marketing, Is it is cheaper and more effective in delivering your message to your customers or targeted audience. Guerrilla Marketing Is comparatively less cheap Then other marketing options and intriguing to the buyers.

## 10. Public Reactions

A lot of brands and companies are opting for paid public reactions, and it is worth trying. Before Buying any product people go for the reviews and reactions they got from the public, for example, we can see the review section of Flipkart and Amazon where people give reviews about the products they have used.

But if you are providing a quality product you don't need to invest in public reactions as people will honestly review or react to your product. but for an initial boost up to your business, you can try public reaction it would surely help you to an extent.

## Final words

There is a lot of similar steps you can opt for your small business idea but being consistent, honest, and wise are the basic elements you need to run your business. You need to learn that how you should spend your funds wisely where you need to invest and when you should take what step.

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