



HONDO
ECONOMIC DEVELOPMENT
THIS IS GOD'S COUNTRY

BUILD & GROW: A SMALL
TOWN BUSINESS SERIES
**10 THINGS EVERY
BUSINESS SHOULD BE
DOING RIGHT NOW**

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1 SHOW UP CONSISTENTLY ON SOCIAL MEDIA

Keep your audience engaged by posting regularly. Share updates, promotions, and behind-the-scenes content to stay top-of-mind.

2 START BUILDING AN EMAIL LIST

Collect emails from customers and prospects to send updates, offers, and helpful tips. Email is one of the most reliable ways to reach your audience.

3 REINVEST IN YOUR BUSINESS EACH YEAR

Put money back into your business for equipment, training, or improvements. Reinvesting fuels growth and keeps your operations competitive.

4 FOCUS ON REPEAT CUSTOMERS, NOT JUST NEW ONES

Loyal customers are your most valuable asset. Create rewards, follow-ups, or personalized experiences to keep them coming back.

5 MAKE YOUR BUSINESS PERSONAL AND RELATABLE

Show the people behind your brand. Share stories, highlight your team, and let your personality shine—people buy from people they trust.

6 TRY AT LEAST ONE NEW MARKETING STRATEGY

Experiment with something different each quarter. Test social ads, local partnerships, events, or promotions to find what works for your audience.

7 LOOK FOR WAYS TO SELL BEYOND YOUR PHYSICAL LOCATION

Consider online sales, delivery, or partnerships with other businesses. Expanding beyond your storefront increases revenue opportunities.

8 KEEP A CLOSE EYE ON EXPENSES AND INVENTORY

Track spending and inventory carefully. Smart financial management helps you avoid waste and protect your cash flow.

9 STAY INVOLVED IN THE LOCAL COMMUNITY

Participate in events, sponsor activities, and support neighbors. Community engagement builds goodwill and strengthens customer loyalty.

10 PLAN FOR GROWTH, NOT JUST SURVIVAL

Set goals, strategize, and look ahead. Even during slower periods, thinking long-term keeps your business prepared for the next opportunity.

NEED HELP GETTING STARTED?

The Hondo EDC is here to support your business with resources, tools, and guidance.

Visit: growhondotx.com

Or reach out to learn more