



## RESOURCES



[New Jersey Small Business Development Centers](#)



[New Jersey Business Action Center](#)



[SCORE](#)

## WAYS TO PROMOTE YOUR SMALL BUSINESS

- ✓ Social Media Advertisements
- ✓ Sponsor an event/organization
- ✓ Utilize your Google business profile

## BENEFITS OF USING SOCIAL MEDIA FOR YOUR SMALL BUSINESS

**Increased Brand Awareness:** Social media platforms allow you to reach a larger audience and increase awareness of your brand among potential customers.

**Cost-Effective Marketing:** Social media marketing is often more cost-effective compared to traditional advertising methods. It allows you to reach a targeted audience without spending a fortune.

**Engagement and Interaction:** Social media enables you to engage directly with your audience through comments, likes, shares, and messages. This interaction builds trust and loyalty with your customers.

**Customer Service:** Platforms like Facebook and Twitter provide avenues for customers to ask questions, give feedback, and seek support. Prompt responses and assistance can enhance customer satisfaction and retention.

**Insights and Analytics:** Most social media platforms offer analytics tools that provide valuable insights into your audience demographics, preferences, and behavior. This data helps you tailor your marketing strategies for better results.

**Targeted Advertising:** Social media advertising allows you to target specific demographics, interests, and behaviors, ensuring that your marketing efforts reach the most relevant audience.

**Drive Website Traffic and Conversions:** By sharing content and promotions on social media, you can drive traffic to your website and increase the likelihood of conversions, whether it's making a purchase, signing up for a newsletter, or filling out a contact form.

**Competitive Advantage:** Establishing a strong presence on social media can give you a competitive edge, especially if your competitors are not active on these platforms.

**Stay Updated with Trends:** Social media provides a platform to stay updated with industry trends, news, and developments, allowing you to adapt your strategies accordingly and stay ahead of the curve.



## TEMPORARY SIGNAGE

Hillsborough Township allows businesses to erect temporary or seasonal advertising signs twice per year. These portable signs, up to 4 square feet in size, may be placed along each street frontage of a business for up to 30 days with an **approved zoning permit**.

To mark the grand opening, reopening after renovations or change in ownership of a business, a banner is permitted to be displayed for up to 30 days with an **approved zoning permit**.

### PROHIBITED:

Signs in the right of way or public sidewalk

Signs on trees or utility poles

Spinners, flags, pennants, streamers, inflatables

Illuminated signs

Signs placed without an approved zoning permit

For more information please visit [Temporary Signage Information Brochure](#)

Additional questions, please contact:

Planning & Zoning Department

379 South Branch Road - Hillsborough, NJ 08844

908-369-9718

<https://www.hillsborough-nj.org/departments/planning-zoning>