

## Live Innovations Offers advice on Networking

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Entrepreneurs face many decisions and challenges when starting a business so it is important to have a network of strong advisors and like-minded business people. So, [Live Innovations](#) is offering their advice on the different ways to network and build [strong business connections](#).

When running a business, entrepreneurs come up against many challenges and are often faced with things they have never had to deal with before. This can be anything from gaining funding, finding office space, creating a business plan, or recruiting the right people. But Live Innovations says that whatever challenges business owners face, they can be eased with the help of a solid network of contacts. The firm believes that taking the initiative to build a local network can help a business grow and also help the community to thrive.

To help business owners develop strong networks, direct marketing firm, Live Innovations has put together some advice on the different ways networks can be built.

### Utilise the power of social media

Social media can be an extremely useful tool to find local start-ups, mentors and other business owners to connect with before meeting up at networking events. Twitter, LinkedIn, Facebook and Google+ are the perfect places to connect with similar business people.

### Plan an effective launch event

If there are networking events around that are too formal or too relaxed and don't suit the business's style then create one. Make a friendly networking group that is free and in a place that is easy to find. Advertise this event and people will turn up, chances are they felt the same way about the other events.

### Attend regularly

Join regular informal meet ups. Informal networking events often encourage business owners to be more honest and talk more openly. Make sure these events are within the industry and there will always be a range of expertise and someone who can answer a question.

Live Innovations is an outsourced sales and direct marketing firm based in London. The firm specialises in a personalised form of marketing that involves connecting with clients and consumers on a face-to-face basis. The firm work in this way so that they can accurately represent their clients' brands whilst making long-lasting and personalised connections with consumers. This helps to improve customer acquisition, brand loyalty and brand awareness.

Live Innovations regularly attends and hosts networking events within the sales and marketing industry so that they can develop their networks as well as offer advice to other entrepreneurs seeking help. The firm also runs a Business Development Program in order to support aspiring entrepreneurs by offering them advice and teaching them effective business skills.

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