# How to Scale Your Online Business Successfully

Most people have no idea as to how to scale their online business. There is a big gap between a startup and a medium-sized business. Scaling is an art that needs to be done carefully. Acquiring the wrong partner or business deal can have severe consequences. But scaling does not have to be expensive and there are many free and organic methods of scaling an online company. Online businesses have an advantage in that scaling the infrastructure often only requires a new hosting plan for a web site.

## **Outsource**

Most solopreneurs think that scaling involves acquisitions or significant partnerships. But scale can be on a much smaller level. If you hire a virtual assistant to complete the tasks that you don’t want to do, such as social media or email marketing, then you have effectively scaled. You will now be freed up to do more of what you love to do and can expand the business in whatever direction you see fit. There are many freelancers available on sites such as Upwork who can deliver high-quality work for a very reasonable price. As you build a network of reliable freelancers, you only pay them for specific tasks that need to be done.

## **Collaboration**

A good way to scale is to collaborate with people in your industry. Solopreneurs often fail to see the value of joining forces with other people in the same sector, often preferring to do everything by themselves. But establishing a network of associates within a particular field is ideal for long-term success and effective scaling. They might have skills that you do not possess or have a different way of looking at things. You can link to each other's sites and perhaps even form your own company down the line.

## **Automation**

Automation is another great way to scale your business. You can use an automation tool to complete tasks such as social media posting, email marketing, customer support, search engine optimization, and sales. Automation is one of the best ways to increase your output and it can free up your time to focus on the things that really matter. For example, Hootsuite and Buffer are among the better automation tools available in terms of social media management. You can see how your brand is doing across a large variety of social media platforms on one easy dashboard.