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Introduction

What is Marketing?

“Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling that product or service (Wikipedia)”

For small businesses, marketing should be used to:

- **Educate prospective customers:** Give your prospects information on how your products and services will benefit them.
- **Attract new customers:** Your marketing and promotional materials should create awareness about your products and services so that when prospects are ready to buy, they will reach out to you.
- **Promote your products and services:** Business cards, brochures, stationary and [marketing kits](#) are all effective items that you can use to promote your products and services.



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THE AIM OF MARKETING IS TO KNOW AND UNDERSTAND THE CUSTOMER SO WELL THE PRODUCT OR SERVICE FITS HIM AND SELLS ITSELF.
- Peter Drucker

35 Highly Effective Marketing and Promotional Strategies that Won't Break the Bank

If you are a small business owner that is operating on a tight budget and looking for effective, yet inexpensive ways to market your business, This Free Report is For YOU!

This report is intended to get your “marketing mojo” going giving you a list of 35 highly effective marketing and promotional strategies that can be used to kick your business into high gear. *And off we GO!*

- 1. *Get a WEBSITE pronto!*** Getting your business online is essential to marketing your business. A website can be used to attract customers to you and also to market and advertise your products and services. Small Business Sense is now offering affordable website packages. You can find out more about our packages [here](#).
- 2. *Start a Blog*** on your website. Blogging is a great and inexpensive way to get your message out about your business and can also be used to boost your Search Engine Rankings on the Internet.
- 3. *Create a marketing video and add it to your website.*** When it's complete, upload it to YouTube and then embed it on your website, and other places on the web.
- 4. *Write an E-Book*** and give it away for free on your website.
- 5. *Run a Contest*** from your website to generate some buzz for your small business.
- 6. *Get SOCIAL!*** Setup Social Media Accounts on Facebook, LinkedIn, and Twitter for your business.



- 7. *Add Tutorials, Helpful Tips and Videos to your Facebook Fan Page.*** Facebook is the #1 Social Media Giant and currently holds **955 million** users. If there is one place that you should market your business, Facebook should be one of them. *Brian Honigman* from LunaMetrics put together a great list of [facebook marketing tips](#). Be sure to check it out to get some ideas for marketing your business.
- 8. *Leverage the power of LinkedIn.*** I can definitely attest to this statement. I have received business referrals, invites for speaking engagements and other opportunities that resulted in new business from LinkedIn. Here are some helpful tips on [leveraging LinkedIn to generate business](#).
- 9. *Tweet it up!*** Use twitter to promote your blog posts, announce discounts, promotions and other newly launched products or services for your business.
- 10. *Create [E-mail Newsletter campaigns](#).*** I highly recommend sending e-mail newsletters to your current and prospective client list on a monthly or bi-monthly basis. Here is an article that features [30 content ideas for email newsletters](#).
- 11. *Use Canvassing in your business!*** That's right....gas up your car, get some Door Hangers, flyers and other marketing materials and pay a visit to local business parks in your neighborhood to leave information about your products or services.
- 12. *Add Discounts and Promotions to your Invoices*** as you send them out to your clients.
- 13. *Here is an EXTREMELY powerful Tip.... Use the [Every Door Direct Mail Retail Program](#).*** The Every Door Direct Mail Retail is an affordable program designed to help small businesses market their products and services to a large number of local businesses in surrounding areas. With this program, you can send up to **5,000** mail pieces a day per Zip Code and only pay 16 cents for postage per marketing piece. Please be sure to read more about the Every Door Direct Mail Retail Program [Here](#).
- 14. *Team up with your vendors and suppliers.*** They will be more than willing to provide assistance to you with marketing your business.

15. **Consider Cold Calling.** Purchase a list, and begin cold calling local businesses in your target market to give them information about your services. If you're not comfortable with cold-calling, consider outsourcing this task to someone else.
16. **Give Calls to Actions and Deadlines on your Promotions.** Most people don't know this, but creating Urgency for prospects to respond to your offers will give them a push to respond to your offers faster than usual. Check out examples of calls to action [here](#).
17. **Offer a Free Service Coupon or Consultation** on the back of your business cards.
18. **Ask for Business referrals** from your current clients, friends or family members.
19. **Create a customer referral program for your business.** For example, you can offer your current clients discounts on your products or services or even small cash awards in exchange for a business referral. Here is an example of a great referral program incentive:

“Enter each referral of yours and we will send them a special certificate for 10% off their first service visit. Once the certificate is redeemed we will issue a \$100 service credit to your account. It's that simple. Refer them before somebody else does. Thank you for your business and your vote of confidence”. [Source](#)
20. **Purchase promotional items with your company logo on them.** Some of the best promotional and advertisement items to purchase include: **T-Shirts, Hats, Tote Bags, Buttons, Mouse Pads, and Decals.** [Vista Print](#) is a great resource for purchasing promo items for your business. Be sure to check out their website.
21. **Purchase a laptop cover** with your company logo on it.
22. **Add stickers and decals with your logo printed on them to your vehicle.** If you have employees, ask them to add them to theirs.
23. **Submit your company to online local [business directories](#).** Business directories are great sources for branding and can help increase your Search Engine Rankings on the web.

24. **Write a press release for your business** and publish it online to a [press release](#) submission site.
25. **Develop an integrated marketing strategy.** Contact your prospects through a number of marketing channels including direct marketing, Web site information, email, telemarketing and, of course, personal meetings. For example, you can use direct mail to drive traffic online to your Web site for product information, rate calculators and financial goals worksheets. – *Daniel Williams*
26. **Consider signing up as a guest speaker** at local events.
27. **Sign up for Meetup.com and attend [meetup](#) groups.** These groups give you opportunities to market your business and come in contact with like-minded business professionals.
28. **Join a local chamber of commerce.** Your local chamber of commerce can help exponentially with your small business marketing efforts.
29. **Offer to do a free seminar or webinar for the Chamber.** Make sure you create a custom landing page for the attendees and offer an opt-in for something of unique value. [Source](#)
30. **Host Free Teleseminars** to spread the word about your product or services.
31. **Register and attend Free Conferences** in your local area.
32. **Rent a booth at a local tradeshow** to market your products or services. Here is a list of [100 Trade Show Lead Generation Ideas](#) that you should be sure to take a peek at.
33. **Join in on Forum Discussions.** Find and sign up to forums on a related topic to your business. Actively take part and get to know your fellow posters. Try searching for “Your Topic + Forum” in Google to find relevant conversations. - [Source](#).
34. **Get with creative with E-mail signatures.** This one is a biggie! Intuit created a very useful article on tips for using your email signature to grow your business. Here is a link to that article: [Link](#)
35. **Add subscription based lead generation resources to your website.** These include Free Resource Guides, Free Reports, and etc. This will help you build up a list of qualified leads that you can market your services to.

