

FREE Marketing

Marketing could make or break your small business. Successful marketing is one of the most important things you can do to make sure your small business succeeds. Here are a few marketing ideas that you can do for FREE:

1. Get someone to tell a friend. Hopefully it will become *viral*
2. Collect email addresses from prospects so that you can build a relationship (with permission)
3. Everybody makes marketing mistakes, learn from yours
4. Give a sample away for free.
5. Perform an outrageous publicity stunt
6. In some instances it is better to co-operate with a competitor rather than compete
7. Create a company blog
8. Ask clients for written testimonials
9. Study the marketing techniques of your competitors. Do what works for them
10. Be seen as an expert in your field by writing Articles
11. Write a press release and submit it to newspapers and magazines
12. Differentiate your product or service. But know that your product must be good.
13. Give something of value away for free via a contest
14. Put your logo and website address on everything
15. Learn from the pros – read books and blogs for inspiration
16. Don't just make a promise in your marketing message. Deliver and exceed on your promise.
17. Sponsor a popular local event
18. Use social media
19. Add a different "hot tip" to your invoices and statements every month. Be seen as the expert
20. Ask people what they do, whenever you meet someone, wherever you are. You never know!

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