

# 101+ Free & Cheap Ways to Market Your Business

Here are 101+ ways that you can market your business at no cost or very inexpensively.

## General Business Strategies

- Define your USP (unique selling point) – why should customers choose you?
- Define your target market very specifically so you know who you need to reach and exactly what they're looking for.
- Create a business plan so that you know what your goals are and where you're going.
- Create and follow a marketing plan.

## Local / Offline Marketing

- Make Local Connections
  - Join the Chamber of Commerce.
  - Find local business organizations.
  - Look for other local ways to reach out.
- Decorate your car
  - Put your URL on a bumper sticker.
  - Get a car magnet with your business logo/details.
- Put your business cards in outgoing mail.
- Write your URL on the outside of outgoing mail.
- Leave a business card when you leave a tip.
- Participate in a business card swap.
- Attend networking events.
- Tack your business cards on bulletin boards.
- Add a (short!) promotional message to your answering machine.
- Give your product/service as a gift.
- Donate a book to a library with an inscription of "Donated by..."
- Look for opportunities for charitable donations to local groups such as schools, fire departments, etc.
- Host a charity event.
- Create an eye-catching flyer and post it on bulletin boards.
- Post an ad on Craigslist.org.
- Sell locally at craft shows, farmers markets or other similar venues.
- Work out discounts or commission based deals with tourist shops, museums, locally owned bookstores and other businesses or organizations in your local area.

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### Email Strategies

- Add a signature line to your email including a link to your website and invitation to join your newsletter.

### Your Business Website

- Review your website for effectiveness:
  - Does it load quickly?
  - Is the eye immediately drawn to products/services?
  - Is it easy to navigate?
  - Are your policies clear and easy to find?
  - Are product pictures clear and of adequate size?
  - Do product/services descriptions sell the benefits?
  - Is your shopping cart working properly?
  - Is your newsletter signup box working properly?
  - Is your website credible?
    - Valid contact information including address
    - Professional logo and design
    - Complete pages, no missing content or “coming soon” areas
    - Believable testimonials and social proof
    - Proper grammar, spelling, punctuation, etc.
- Build Links to Your Website
  - Get listed in online directories
  - Get listed in geo-targeted directories
  - Get listed in small business directories
  - Get listed in niche/issue focused directories
  - Get listed in shopping sites
  - Do link swaps with other small business websites
- Add a “Link to Us” page to your website that provides link code and banners for others to link to you easily.
- Be sure your sales process is easy and clear – you need a shopping cart if you sell products or services.
- Offer different payment methods and options so your customers can choose what they prefer. Consider offering layway or similar payment programs. Accept more payment methods (credit cards, PayPal, etc).
- Add an informative FAQ page to your website that answers the questions your customers ask, and the ones you wish they would.

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- Collect and publish customer testimonials.
- Add a slideshow of your products to your website.
- Add a “Tell a Friend” script to your website.
- Add a site map to your website.
- Giveaway something valuable to your visitors like a pattern, tipsheet, worksheet, etc. branded with your business name and URL.

## Search Engine Marketing

- Get listed in Google Local.
- Get listed in DMOZ and other directories.
- Optimize your website for the search engines.
- Get listed in Google Base and similar shopping search engines.

## eZine/Newsletter

- Create an eZine/Newsletter.
- Add the sign up box to all the pages of your website.
- Create a nice “thank you” gift for new subscribers and be sure your newsletter is setup to automatically deliver it once a subscriber confirms.
- Send out regular issues.
- Swap promotional ads with other newsletters.
- Ask your subscribers to share your newsletter with others who would appreciate the information.
- Get listed in eZine directories.

## Article Marketing

- Write an article and submit it to article banks.
- Post the article on your website.
- Join an article writing challenge to help you jump-start your article marketing (7 articles in 7 days, 30 articles in 30 days, etc).
- Repurpose your articles to create other content you can use to promote your business.

## Video & Audio

- Create a promotional video for your business and put it on the video sharing websites.
- Create an instructional video for your website and put it on the video sharing websites.

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- Present a free teleseminar that offers information your target market wants, then convert it to mp3 and add it to your website.
- Record short informational clips about the products and services you offer and add them to your sales pages.

### Blogging

- Start a blog, and post regularly.
- Setup an RSS feed (feedburner or feedblitz are easy ways to do this) and add the link to your blog.
- Offer to guest post on other blogs that reach your target market.
- Comment on other blogs that reach your target market.
- Join a blog carnival.
- Offer a free product to an influential blogger in exchange for their review.
- Get listed in blog directories:
  - o [www.blogcatalog.com](http://www.blogcatalog.com)
  - o [www.bloghub.com](http://www.bloghub.com)
  - o [www.blogflux.com](http://www.blogflux.com)
- Enable “pings” on your blog.
- Syndicate your blog.
- Add a “Share This” or “Sociable” plugin to your blog.
- Exchange links with other blogs using your Blogroll.

### Public Speaking

- Join Toastmasters or a similar group to improve your public speaking skills.
- Develop your signature speech.
- Offer to speak free to a local civic/business group in exchange for permission to video or record the speech for future use. You can make it available as a free video on YouTube, or convert it into a product for sale.
- Create a short mp3 or video presentation for your website.

### Reviews & Reviewing

- Send testimonials and reviews to other business owners whose products you've purchased and loved.
- Create an account at Amazon and review books.
- Add reviews to other sites like Epinions.

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- Review websites you like on Alexa.com.

### Social Networking

- Jump into one of the popular social networking sites and get comfortable building relationships with your target market there. Try Facebook or Twitter.
- Build a Squidoo Lense or HubPage.
- Sign up for StumbleUpon, Digg, Delicious or Technorati and share your favorites.
- Choose several online forums or mailing lists where your target market hangs out and join in the conversations.

### Press & Media

- Contact podcasts that reach your target market and let them know you're available for interviews.
- Send a press release about some interesting aspect or accomplishment of your business to local media.
- Post your press release online at PRWeb.com and PRLeap.com
- Add a media page to your website where you offer resources for the media as well as post your press releases.
- Write letters to the editor on topics you care about.
- Get any events you're involved in listed on the community calendar page of your local paper.
- Look for papers in your area that offer free classified ads.
- Call into local radio shows.
- Consider sponsoring or making a product/service donation to a local college or school newspaper in exchange for advertising.

### Joint Ventures

- Make yourself available for interviews or guest columns in other company newsletters.
- Team up with another business owner and promote your products/services together.
- Interview other business owners whose products you recommend, and include an affiliate link at the end of the interview. You get a % for any sales of their products generated through the link.
- Create a collaboration of products to offer for sale.
- Do a contest swap and offer a contest others can promote, the promote their contests for them.
- Swap business cards – send theirs out with your orders, they send yours out with theirs.

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### Affiliate Program & Referrals

- Create an affiliate program and add details inviting people to sign up to your website.
- Contact businesses and bloggers and invite them to join your affiliate program.
- Provide marketing materials for your affiliates (banners, text ads, sales copy, etc).
- Ask for referrals from friends, family, and clients.
- Reward referrals! Offer a special discount, bonus, or other reward.
- Be sure to let your affiliates and top referrers know you appreciate them and value their trust in your products/services. They'll be more loyal to you if they feel appreciated.
- Run a referral contest.

### Holiday & Gift Ideas

- Offer gift services or gift certificates.
- Create special gift-giving packages or deals (offer free gift cards or gift wrapping, for example).

### Personal Growth & Focus

- Schedule your days or at least keep a top priority to do list so you can focus your time.
- Seek out ways to continue to learn and grow:
  - o <http://www.sba.gov/services/training/onlinecourses/index.html>
  - o <http://www.solo-e.com> (sign up for their newsletter to find out about free telecourses and other offerings)
- Surround yourself with support and positivity!

Would you like more great ideas on how to develop a marketing plan and execute it to grow your business? I've developed the **Marketing Brainstorm Workshop** for you!

Over the course of this 8 week workshop you'll receive lessons to take you through marketing your business from the first steps of determining these important points to help you build a solid foundation for a successful marketing strategy:

- \* what makes your products or services unique
- \* who your ideal customer is
- \* what marketing message will be effective for you
- \* concrete action plans to make your marketing FUN and EASY

And that's just the beginning! At the end, you'll have a marketing plan with monthly goals and action steps to help you reach your marketing goals.

It's 80+ pages of content and planning worksheets, plus 2 full hours of audio lessons.

**Get started right away at [www.marketingbrainstormworkshop.com](http://www.marketingbrainstormworkshop.com)**