

41 MARKETING IDEAS ON A SHOE STRING BUDGET!

Whatever you do,
don't stop marketing even when your business is doing well.

The following **41 ideas** may help you keep that marketing activity high but without having to incur a lot of expense.

1. Build a database of customers – it costs you less to market to an existing customer than it does to a new customer.
2. Follow up previous customers – reactivate their usage of your products/service. Find a new reason to contact them e.g. special offer, new product/service range etc.
3. Send cards to say thank you or for special occasions such as birthdays, anniversary of first purchase, special event coming up.
4. Create attractive and informative fax cover sheets – use every opportunity to promote yourself.
5. Use voice mail message/s to inform customers of new products/services.
6. Use Customers in your advertising – creates human emotion and reality
7. Conduct “Piggy Back” mailings with other companies – share the cost of postage etc.
8. Undertake “Co-operative Advertising” with other companies – share the cost of promotion and try to compliment each other. Provide greater value add.
9. Award a Customer with “Customer of The Year” award and publicise it.
10. Publish articles in local paper, trade and community business publications
11. Use new product stuffers/inserts in all your mailings – use the value of postage to get as much exposure every time you make contact with your customers.
12. Have dynamic business cards for your staff and ensure they use them.
13. Place brochures in commercial Real Estate information packages
14. Place brochures at your local branch of the Chamber of Commerce, other associations and local council.
15. Undertake Public Relations campaigns with local/community media. Provide written information and photos if possible.
16. Speak to groups such as Rotary, Chamber of Commerce.
17. Volunteer and get involved in local business, trade associations and local councils
18. Participate in trade shows – even network by attending them if not a participant.
19. Raffle a prize or gift at local community/trade events and shows.
20. Develop a “Welcome Pack” to thank new customers and to let them know of what you offer.
21. Send articles of interest to your customers – help them with their business or interest.
22. Use customer satisfaction surveys – gather intelligence and improve if necessary
23. Use lost account surveys – find out what they are thinking – you may win them back
24. Send newsletters – create your own or have a local school kid develop one for you.
25. Use e-mail and web site to market new products
26. Send “we miss working with you” letters – remind customers that we value their business
27. Host “educational” events/seminars/workshops
28. Hold “trade” nights where you provide special discounts to attract them exclusively to your business
29. Photograph your team and include the photo in your advertising, welcome kit etc.
30. Implement a “referral system” to generate new leads from satisfied customers.
31. Send small gifts to referring customers – develop a circle of influence
32. Organise a luncheon from time to time with your circle of influence people
33. Create a logo or tag line that is informative and builds your image.
34. Use testimonial letters or statements from happy customers in your promotions.
35. Develop Strategic Alliances with other non competing businesses.
36. Create business/customer advisory boards – get input from customers
37. Create a contest amongst your staff to generate sales leads e.g. “drive by sighting”
38. Implement a sales lead generation system for your staff – reward for those that result in sales
39. Start up your own or join a networking club.
40. Keep a portfolio of your work with specific examples, highlights, stories, photos (if your business is more visual), testimonials etc, and show these to your customers.
41. Develop a Unique Selling Proposition that differentiates you from your competitors. Make sure you let all your staff know what your USP is and how to say it to your customers.