

“THE BIG SHOTS ARE ONLY THE LITTLE SHOTS THAT KEEP SHOOTING”

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FREE & LOW COST MARKETING

FROM PRINTING.COM

HOW TO GROW BUSINESS ON A BUDGET

FREE MARKETING IDEAS

1. WEBSITE LINKS

Improve your Google ranking by getting as many links to your website as you can. Have you tried all your clients, friends, family and business organisations you have a membership?

2. BUILD A DATABASE

If you don't have a database up and running - why not? No business can afford not to record customer and enquiry information in my opinion. With an accurate database you will find marketing easier and more cost effective - you will be targeting the folk you know are interested in your products / services. Even better you can then start to track what's results you are getting from any marketing you do. Take a trial of something like Microsoft Access to see how it could benefit you.

3. RECOMMEND A FRIEND

Make the most of your happy clients by ensuring they pass on your details to all their friends. Tuck in a little card or voucher that will reward not only your client but also the recommended friend. When a company is 'endorsed' by a friend, it is more likely they will want to use you.

4. BLOG

Why not create a blog to help you connect to your clients? It allows you the space and creativity to speak openly (sales chat-free) about everything surrounding your business. It helps strengthen your personal profile and if you are really good you can dazzle people with your insight.

Your investment is time. Be prepared to keep this updated regularly and keep it interesting and relevant with a clear link from your website.

LOW-COST MARKETING IDEAS

1. EMAIL

Probably the king of low-cost marketing. Buy relevant data or even better make use of the database you've built. Don't worry about making it too fancy, text only will do. Remember to keep your chat snappy and waffle-free to ensure it is read. Great way to quickly send out key marketing messages. Keep it regular. Weekly or monthly depending on your business and audience.

2. QUESTIONNAIRES

Find out exactly what your clients think about your business and what they would like to see more of. Allowing your clients to give constructive feedback will help you to make continual improvements and of course know when you are getting it right!

Think about mailing out a Freepost card or go totally low-cost and email a link to a feedback form on your website.

3. NETWORKING GROUPS

Brush off your preconceptions, get a decent set of business cards and make the effort to attend a handful of networking events. Some great business relationships can be made at these events. Try cross networking your own clients with the people you meet, a little effort from everyone really gets the economy turning. (see Recommend a Friend - this works well while Networking)

Good Point! Improve your local economy by shopping within your town or at least country! If possible use your own clients.

4. REPEAT BUSINESS INCENTIVES

Don't forget that you can always try luring your client back again and again by some bewitching offers - try handing out a time-bound offer when giving a receipt or invoice.

Get a selection of coupons/vouchers printed up with your branding - ready for you to customise with an offer to suit.

5. PIGGY - BACK MARKETING

Team up with like-minded businesses and dramatically cut the cost of a major piece of marketing. We like to assist businesses to achieve a coordinated project. It reduces the environmental impact too. Calendars are an excellent way to joint promote.

WORD FROM THE WISE...

Low-cost marketing works best when mixed with real investment marketing. The best investment you will ever make is getting your business branded by professional designers. Put your brand onto company stationery, promotional material and website. An engaging look and engaging words will ensure you get a head start on those who failed to realise the value in perception.

Talk to us at Tollcross and find out how to get the most for your money.

Happy marketing!