

the freebie list

10 Marketing Ideas That Won't Break the Bank *A gift from Modern Media Design*

- 1 Press Releases** – Submit a press release for anything noteworthy that your business has accomplished. Be sure to send some photos along, as they may help in assuring placement.
- 2 Online Directories** – Search for online yellow pages, business pages, purple pages, etc. and if you are not listed, add your information.
- 3 Climb the Search Engine List** – If you already have a website, increase visibility in search engines by using a good list of keywords, implementing link exchanges, and drive traffic to the site.
- 4 Networking** – Take advantage of one of the best marketing efforts: word of mouth. Get out there and talk to people; show them your confidence and experience. They'll be better able to refer you.
- 5 E-Cards** – Show your customers you care without having to pay a dime. Many companies offer free e-cards that you can personalize and can be scheduled to be sent whenever you'd like.
- 6 E-mail Marketing** – Get your mailing list out and USE IT! Many businesses have great lists, but don't use them properly. Keep yourself in your customers' minds by sending them promotional e-mails.
- 7 Articles** – Use your expertise to your benefit and write articles about your industry. You can submit them to newspapers, include them in your e-mail marketing or send them along with your billing.
- 8 Speak at Local Meetings** – Showcase your talents by offering to speak at local business meetings, schools, expos or conferences.
- 9 Initiate Industry Meet-ups** – Organize meet-ups with people who are dealing with the same issues as you are and help each other to succeed.
- 10 Get on the Air** – Many times if you have information that is beneficial to the public, you can get a chance to educate others on the radio or TV.