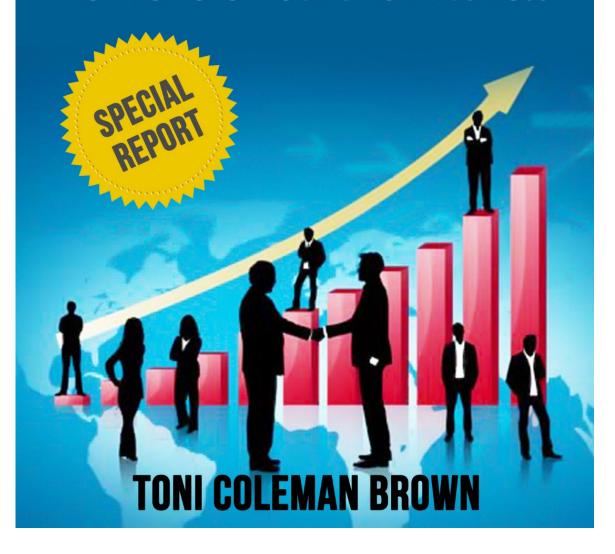
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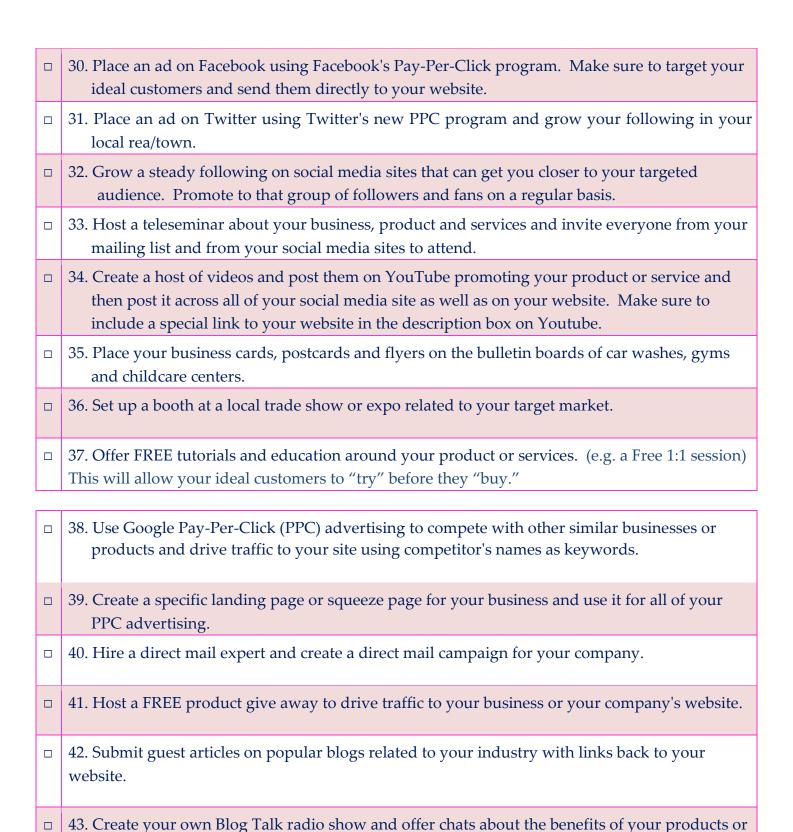
PROMOTE YOUR BUSINESS

Affordable Ideas and Solutions to Promote Your Small Business



Many business owners struggle to find affordable ideas and solutions to market and grow their small business. This list shows you 50 affordable ideas and solutions to assist you with promoting your business. Some of these ideas are FREE and some of them require some minimal investment. Either way, it is my hopes that you will use this list to help you to get business flowing your way. Remember that none of this works unless you put the information into action. So, print this list and check off the ones that you will try).
1. Send out an email blast to everyone in your email address book letting them know about your new business or service.
2. Ask everyone that you know for a referral. And give them an incentive to give you more than one, like a FREE gift.
3. Attend Networking events and make sure to follow-up with everyone that you meet.
4. Post that you're in business on your social media sites, like Facebook, Twitter, Instagram, Pinterest and LinkedIn.
5. Join a local Chamber of Commerce and attend their free networking events.
6. Send out a Press Release using a service such as PR Web. Make sure to send it on a day like a Wed. or Thurs. so it doesn't end up getting lost or buried with other news.
7. Post an ad on Craigslist.
8. Put your company logo and website on PENS and begin to give them away. Or have them stuffed in the goodie bags at a major vending event or expo.
9. Host a Facebook contest and give away a prize for your customers who share with friends and get you more likes.
10. Publish articles on major article directories like www.ezinearticles.com
11. Send out personal notes to current clients thanking them for their business and asking them for more business or to try a service or product that you offer but they've never tried before.
12. Run a Family and Friends Promotion. Asking your Family and Friends for their support.
13. Create a monthly newsletter and make sure to include incentives and promotions.

14. Put flyers and coupons on cars in the neighborhood shopping center.
15. Get door hangers and place them on the doors around the neighborhood or in the community where your business is located.
16. Create a storefront on Ebay.com
17. Get your family, friends and current customers to get with you on a Google Hangout and promote your business and what you have to offer.
18. Host a private SKYPE virtual networking party and have people come together on SKYPE to learn about each other's businesses.
19. Offer a deal on GROUPON.
20. Get your business listed on YELP.com
21. Offer a deal using SAVE LOCAL.
22. Advertise your business on the take out menu of a local restaurant.
22. Send YELLOW postcards to everyone within a 1 mile radius of your business.
23. Place an ad on your local radio station
24. Host a FREE networking event and promote your business or service.
25. Host a FREE training event for those people who need your business or service. Like a tax course if you're an accountant.
26. Write a book and become an expert on your subject matter. Then book speaking engagements and use those as a platform to promote your small business.
27. Start a blog and write about all things related to your product or service and use your blog to promote your business or service and position yourself as a subject matter expert.
28. Place an ad in the newsletters of others who write about things related to your product or service.
29. Pay someone who emails your target audience to send a solo ad about your business or service.



service or some type of advice or value about your industry

44. Use the Facebook offer feature, to create a special offer for your Facebook fans.

