

# 50 WAYS TO MARKET

&

## PROMOTE YOUR BUSINESS

Affordable Ideas and Solutions  
to Promote Your Small Business

**SPECIAL  
REPORT**



**TONI COLEMAN BROWN**

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](http://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.

<input type="checkbox"/>	14. Put flyers and coupons on cars in the neighborhood shopping center.
<input type="checkbox"/>	15. Get door hangers and place them on the doors around the neighborhood or in the community where your business is located.
<input type="checkbox"/>	16. Create a storefront on Ebay.com
<input type="checkbox"/>	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.

<input type="checkbox"/>	18. Host a private SKYPE virtual networking party and have people come together on SKYPE to learn about each other's businesses.
<input type="checkbox"/>	19. Offer a deal on GROUPON.
<input type="checkbox"/>	20. Get your business listed on YELP.com
<input type="checkbox"/>	21. Offer a deal using SAVE LOCAL.
<input type="checkbox"/>	22. Advertise your business on the take out menu of a local restaurant.
<input type="checkbox"/>	22. Send YELLOW postcards to everyone within a 1 mile radius of your business.
<input type="checkbox"/>	23. Place an ad on your local radio station
<input type="checkbox"/>	24. Host a FREE networking event and promote your business or service.
<input type="checkbox"/>	25. Host a FREE training event for those people who need your business or service. Like a tax course if you're an accountant.
<input type="checkbox"/>	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.
<input type="checkbox"/>	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.
<input type="checkbox"/>	28. Place an ad in the newsletters of others who write about things related to your product or service.
<input type="checkbox"/>	29. Pay someone who emails your target audience to send a solo ad about your business or service.

<input type="checkbox"/>	30. Place an ad on Facebook using Facebook's Pay-Per-Click program. Make sure to target your ideal customers and send them directly to your website.
<input type="checkbox"/>	31. Place an ad on Twitter using Twitter's new PPC program and grow your following in your local rea/town.
<input type="checkbox"/>	32. Grow a steady following on social media sites that can get you closer to your targeted audience. Promote to that group of followers and fans on a regular basis.
<input type="checkbox"/>	33. Host a teleseminar about your business, product and services and invite everyone from your mailing list and from your social media sites to attend.
<input type="checkbox"/>	34. Create a host of videos and post them on YouTube promoting your product or service and then post it across all of your social media site as well as on your website. Make sure to include a special link to your website in the description box on Youtube.
<input type="checkbox"/>	35. Place your business cards, postcards and flyers on the bulletin boards of car washes, gyms and childcare centers.
<input type="checkbox"/>	36. Set up a booth at a local trade show or expo related to your target market.
<input type="checkbox"/>	37. Offer FREE tutorials and education around your product or services. (e.g. a Free 1:1 session) This will allow your ideal customers to "try" before they "buy."

<input type="checkbox"/>	38. Use Google Pay-Per-Click (PPC) advertising to compete with other similar businesses or products and drive traffic to your site using competitor's names as keywords.
<input type="checkbox"/>	39. Create a specific landing page or squeeze page for your business and use it for all of your PPC advertising.
<input type="checkbox"/>	40. Hire a direct mail expert and create a direct mail campaign for your company.
<input type="checkbox"/>	41. Host a FREE product give away to drive traffic to your business or your company's website.
<input type="checkbox"/>	42. Submit guest articles on popular blogs related to your industry with links back to your website.
<input type="checkbox"/>	43. Create your own Blog Talk radio show and offer chats about the benefits of your products or service or some type of advice or value about your industry
<input type="checkbox"/>	44. Use the Facebook offer feature, to create a special offer for your Facebook fans.

□	45. Use the Facebook Fan Page new Call to Action button and create a special time line cover to market and promote the call out button.
□	46. Create a car wrap and get your car wrapped in advertising all about your business or service.
□	47. Find a complimentary business or service and create a tie-in offer (e.g. get \$5 off your next car wash when you get your hair cut at Supercuts.)
□	48. Schedule a wine and cheese mixer/open house for local businesses to come and participate in a business exchange event.
□	49. Set up an Amazon storefront to promote your used products or join the Amazon FBA (Fulfilled By Amazon) program and let Amazon sell and fulfill your products.
□	50. Post or comment on blogs related to your industry and make sure to leave your website or links to your products or service in your comments for SEO (Search Engine Optimization) backlinks.