

Tips to promote your business without breaking the bank

Renea Myers -- Expert Business Source, 7/21/2008 8:54:00 AM

- Set aside time each month to brainstorm story ideas to pitch to the local media. Publicity is the best form of FREE advertising. (check out how to create a [great press release](#)).
- Find a **Marketing Strategic Partner**—someone who targets the same audience you do. Share a client appreciation/referral event.
- Send your best customers a Summer Treat. Include two gift certificates for ice cream- one to use and one to share with someone they think would be a good referral for you. Staple your card to the certificates and be sure to casually inquire who received the referral treat.
- Make a networking calendar of events for the rest of 2008. As a courtesy, share with your clients and prospects via email. (example: using a free tool like [Yahoo calendar](#) or [add one](#) to your website)
- Develop a small list of targeted prospects and send them a **direct mail** series with a specific call to action. Postcards are a good bet.
- If you've purchased a large mailing list but don't have the staff for timely follow-up, consider mailing only 50 pieces at a time. It makes follow-up much more manageable.
- Learn as much as you can about **internet marketing** and **social media**. Take it one step at a time so as to not get overwhelmed. Ask your colleagues and business partners to share successful strategies.
- Host free educational programs within your area of expertise. Invite prospects and clients to attend at your place of business to keep costs down.
- Pay attention to the format of all your writing. Use bullets, boxes, lists, and sub-headings. Long sections of unbroken text are uninviting to the reader.
- If you're a small business, "specializing" and becoming an expert in your field is an effective way to look "big."
- If yours is a business-to-consumer operation, invest in a toll free number. It makes your business look like a big player and the inclusion of it in your print ads will boost response.
- When you are making speeches, offer attendees additional free information by contacting you afterwards.

To sign up for monthly free marketing tips, contact Renea at

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