

75 Ways to Market Your Business

Marketing is something that all business owners need to go through to attract customers to their business. Here are 75 different ways you can market your business. Some ways will work better than others, depending on the type of business.

It can't hurt to try out a few, don't just stick with one.

- 1) Podcasts.
- 2) Send Birthday cards to your clients.
- 3) Donate branded products, or gift certificates for a local fundraiser.
- 4) Start writing a book.
- 5) Pay for a wearable advertisement.
- 6) Create and attend Webinars.
- 7) Hook up your social media accounts and don't forget to include them in all your social media material. (HootSuite or Buffer).
- 8) Send thank you cards.
- 9) Throw in some freebies.
- 10) Offer a guarantee.
- 11) Start Blogging.
- 12) Start a contest.
- 13) Create a coupon.
- 14) Try StumbleUpon advertising.
- 15) Advertise on Google and Bing search engines.
- 16) Become a radio guest.
- 17) Quora - Get noticed by asking and answering questions.
- 18) Create sidewalk & lawn signs.
- 19) Create a top 10 list.
- 20) Advertise on the Alexa app.
- 21) Create an eBook and give it away as an opt-in to your email list.
- 22) Hire someone to do your social media for a week or a month to shake things up.
- 23) Create a "Frequent Buyer" rewards program.
- 24) Create a customer of the month program.
- 25) Give away free samples.
- 26) Start or join an affiliate program.
- 27) Send out a customer satisfaction survey.
- 28) Ask for referrals.
- 29) Help promote or volunteer your time for a charity event.
- 30) Cross promote your products or services with other local businesses.
- 31) Plan your next Holiday promotion.
- 32) Do some guest blogging.
- 33) Be a guest, and have guests on Facebook.
- 34) Use high res stock photos for Social Media.
- 35) Update your headshot and share everywhere.
- 36) Give new life to old data & social media.
- 37) Set up a Business Pinterest account and link with SEO.
- 38) Sign up for Yelp and promote it.
- 39) Add a share button.
- 40) Follow up with every lead and make a personal phone call.
- 41) Join and start a FB Groups. Be sure to be active and engaging.
- 42) Start a Facebook 5, 10, or 28 day challenge.
- 43) Get into your local newspaper.
- 44) Offer mini versions or discovery calls, allowing people to sample your work, product or service.
- 45) Make friends with influential bloggers.
- 46) Advertise on blogs.
- 47) Host a giveaway.
- 48) Bundle or package your products or services.
- 49) Go to traditional networking events.
- 50) Start a campaign to change something that your passionate about.
- 51) Update your voicemail on your phone with a call to action.
- 52) Start Speaking.
- 53) Attend conferences.
- 54) Attend Vendor Events.
- 55) Participate in Vendor events & trade shows.
- 56) Collaborations.
- 57) Radio ads.
- 58) Print Marketing.
- 59) Host an event or class.
- 60) Sponsor a sports team in your town.
- 61) Sponsor a golf tee or event.
- 62) Place an ad in local playbill.
- 63) Host an open house.
- 64) Teach a class or workshop in person or via zoom.
- 65) Do a Facebook Live.
- 66) YouTube - Create instrumental video's & training.
- 67) Start a mail chimp email newsletter campaign.
- 68) Place Facebook & LinkedIn Ads (be sure to consult the experts).
- 69) Join your local Chamber of BNI Group.
- 70) Update your business cards & brochures.
- 71) Ask for Testimonials and share on social media & your website.
- 72) Set up an Etsy Store.
- 73) Create a referral program.
- 74) Perfect your email signature listing all of your social media platforms, website, phone, and an updated headshot.
- 75) Create an online contest.
- 76) Order promotional material, pens, journals, water bottles, etc. and mail or hand deliver to past and current clients.
- 77) Order custom magnets or bumper sticker for your car.
- 78) Use a special offers such as a BOGO or Limited Offer Discount.
- 79) Attend or launch a meet-up group.
- 80) Join or start a Mastermind Group.
- 81) Advertise on a billboard.
- 82) Set up google analytics on your website & blog.
- 83) Try click funnels.
- 84) Hand customers a second business card to hand to a friend.
- 85) Create a membership program.

