

50 WAYS TO MARKET YOUR BUSINESS

1. Affiliate and reciprocal website links
2. Asking clients for referrals
3. Attending exhibitions and expo's
4. Being a media spokesperson
5. Building your own blog
6. Creating alliances with related businesses for cross referrals
7. Launching new products/services
8. Cold calling or telemarketing
9. Community sponsorships
10. Conducting industry research with prospective clients
11. Direct mail letters and promotional pieces
12. Educational seminars
13. E-mail marketing
14. E-newsletters
15. Finding re-sellers and distribution partners for your product
16. Focus group lunches with clients and prospective clients
17. Getting involved in charitable programs
18. Golf day sponsorships
19. Hosting a stand at exhibitions and expo's
20. Hosting breakfasts and lunches in your office
21. Letter box drops
22. Networking
23. Online advertising
24. Online directories
25. Online surveys
26. Online viral marketing campaigns
27. Outdoor advertising
28. Parties and hospitality
29. Phone calls to warm prospects
30. Point of sale promotions and advertising
31. Print advertising
32. Printed newsletters
33. Product placement in TV programs
34. Product trials
35. Promotional CD's and DVD's
36. Promotional giveaways and merchandise
37. Radio advertising
38. Radio and TV sponsorships
39. Running your own events or seminars
40. Sales letters
41. Search engine optimization
42. Seeking speaking engagements
43. Sending press releases
44. Shopping centre promotions
45. Sky writing
46. Special promotional offers and competitions
47. Television advertising
48. Whisper campaigns
49. Writing columns and articles for the media
50. Your ideas?

Connect Marketing is here to help you be brilliant at marketing, so you get noticed and get more business. Check out our website at www.connectmarketing.com.au, phone us on 02 9340 73210 or email us at info@connectmarketing.com.au