

100+
EASY WAYS TO
market
YOUR
BUSINESS

even on a small budget

100+ Ways to Market Your Business

With so many ways to market your business, your possibilities are literally endless. If this makes you feel both excited and overwhelmed at the same time, you're not alone! Here's the best way to approach this list to make it work for your business:

- *Pick two techniques and implement them.* One that you can execute quickly and one to build a foundation for the long term. Ideas 1-46 are best for when you're just starting out, and Ideas 47-102 are for when you're ready to take your business to the next level.
- *Don't try to do everything at once.* Test things out one at a time and then scale up once you know what works.



1. **Create a website.** A simple one-page site or even a landing page will do the trick. It doesn't have to be elaborate or take months to build. You just need a hub to drive traffic to. Tip: Use Wix or Squarespace if you don't have the budget for a designer.
2. **Create a Facebook page.** Keep fans engaged and get a bump in engagement with helpful and inspiring posts around your business.

3. **Create a LinkedIn profile.** Treat it like your own personal website page so that when users know exactly what you do and how it can benefit them. Add in keywords so that you show up during searches. Need some help? [Check out this post](#) for how to supercharge your profile.
4. **Create a Twitter account.** Include a link to your website right in the description and use hashtags so people can find you.
5. **Create an Instagram account.** Start building your following. Use your amazing visuals and images to build your brand. Instagram is great if you have a graphic product or if you're a photographer, designer or fashion stylist.
6. **Create a Pinterest profile** and pin videos and images of your products and your business.
7. **List your business and URL** on your personal Facebook and Google+ profiles.
8. **Create a Google My Business page.** Select appropriate categories and upload photos of your business and include keywords in both your descriptions and in your images. Add a link to your website in your description.
9. **List your business on Yelp,** with some photos of your business and a call to action. Send a friendly email to happy customers with a link and ask them to leave a review.
10. **List your business on other local directories** like Yahoo Local and Manta to give you a leg up on local search.
11. **Communicate the same benefit-rich message everywhere...**on your website, email, social media, business cards and more... so that people connect with your brand and understand the value of what you provide, online and offline. If you're struggling with your core message, [here's a template](#) that will help.
12. **Get creative with your business card** so when you give it to people at networking events, they remember you. Don't just list your name and phone number like other people do. Add a benefit-rich message with images and graphics and a free consultation or coupon on the back.

13. **Go to book stores and slip** your new business cards into books that talk about your niche.
14. **Get in the habit of telling everyone** what you do and what you're working on. It helps reinforce it for you, plus you never know who might bump into at Starbucks or the grocery store.
15. **Call or email your family and friends** and let them know about your business and ask them if there's anyone they know who could use your services.
16. **Make cold calls.** Don't be afraid to pick up the phone and call people. Marketing is a numbers game and the more people you call, the faster you get to yes, plus it's great way to get comfortable with your 30-second pitch.
17. **Send a personal email to 20 people you know,** including friends and acquaintances, and tell them how excited you are about your new business and offer them a special discount or package just for the opportunity to work with them.
18. **Send handwritten letters** to a special list of people that you crave working with and include a flash drive or a link to a promo video where you introduce yourself and your services.
19. **Send thank you cards** with your personal signature to show people how much you appreciate their business and give them that personal touch so you stand out from the crowd.
20. **Over-deliver on everything that you do.** People will remember it and tell their friends.
21. **Start a business blog and create one blog post.** Remember to include keywords for SEO so that people can find you.
22. **Volunteer your services** or products to a cause you really care about in exchange for a testimonial, then feature it on your website, blog, Facebook and email. Ask the charity or non-profit organization to include your link on their website too for extra traffic.
23. **Join groups and organizations around your interests** and the hobbies you love. I personally like Women in Music and there are many others you can get involved with that reflect your interests.

24. **Give away a special gift or incentive** to those people who were you very first clients to thank them for their business and to let them know how much you appreciate them.
25. **Ask customers you've just delighted for testimonials** and then put them on your website so others can see the results they would get working with you. Social proof like that is so powerful!
26. **Give special deals to customers** you absolutely love working with. You've worked hard to get them, now keep them! Let them know about new programs you're running and offer loyalty discounts on their next purchase.
27. **Send a personal email to happy customers** and politely ask them for referrals. As soon as you wrap up a project and your customer is thrilled, ask if there is someone they know who might benefit from working with you. You can even create a referral program, where you offer discounts.
28. **Offer free consultation calls.** This is a great way for people to try your product out at no risk. Put it in your email signature, business card and on your website.
29. **Contact a shared work space near you** and offer an educational workshop. Let them help boost attendance by including it in their newsletter.
30. **Have a grand opening party.** Or a grand-reopening party. Or a one-year anniversary party. Or a 10th fabulous customer party! You get the idea, be creative with how you can engage your local community. You can even turn it into an online event.
31. **Partner with other businesses.** Referral partners can be a great way to build your business. Try to find non-competing partners who sell to the same customers you do.
32. **Give a testimonial to a company** you've worked with on their site or create a LinkedIn recommendation for an influencer who's content you follow. Just make sure you can actually say something authentic, even if it's to comment on their expertise.
33. **Join Google+ Communities.** Answer questions and be engaging and ask questions too. It's a great way to get your blog posts and content in front of others.

34. **Attend trade shows and conferences** around your niche or interests. Walk the floor, introduce yourself and hand out your business cards. Bonus if you can find conferences that include time for open networking and socializing.
35. **Exhibit at industry trade shows.** Create a press release around your participation and reach out to media with your booth number and info about the show. Try to find non-competing and complimentary businesses to share your booth with.
36. **Organize a Meetup group and invite people in your city to join.** Also reach out to other similar Meetups to let them know about your new group and ask if they'd like to join.
37. **Join industry organizations and networking groups in your area.** They're a great way to practice your elevator pitch and get comfortable talking about yourself. Be ready with business cards but let it be organic. Networking is just like content marketing – give first and then make the ask. Engage people in conversation before you go on about yourself.
38. **Join a local Chambers of Commerce.** Depending on where you are these can be expensive but the monthly networking events are worth it when you're first starting out. Meet other professionals, participate in committees, and even offer to give presentations.
39. **Sponsor local charities and events** to get super visible within your own community.
40. **Donate to local or national charities** and get listed on their donor's page with a link back to your website.
41. **Print some flyers and mail** them to people in your area or put them up in local cafes and coffee shops.
42. **Go to strip malls and shopping centers** and put the flyers on cars. You can even put them on cars parked in the street if you're in a city. Tip: people will only pay attention if it really speaks to them, so play around with your message a bit.
43. **Give away branded promotional items,** like t-shirts, mugs, hats, pens and key chains.

IDEAS 47-102



44. **Contact a niche publication** and see if you can purchase their list. You already know they speak to your audience! Then send a personal email introducing yourself. Just make sure you nail down your message before you do this.
45. **Advertise your products** and services on Craigslist.
46. **Create a shop page on Etsy** where you sell your products and then create Pinterest pins to drive traffic to your store.
47. **Create a Gravatar** so that when you guest post and comment on blogs and forums, people see your picture next to your author bio instead of an anonymous pic.
48. **Grow your Twitter followers.** Look at what your competitors are tweeting and who their followers are, then post similar tweets and follow their followers. Many of them will follow you back once they see your tweets. For the exact steps I used to grow my following, [check out this post](#).
49. **Hold a high value,** information-packed webinar where you give people a ton of value and show them how to do something. This will help you build your list and showcase your authority. Bonus: Create a Facebook ad and drive signups to a landing page for your webinar.
50. **Build a mailing list.** Email lists are one of the most powerful and cost-effective ways to grow your business and increase your revenue at the same time.

51. **Subscribe to HARO** (help a reporter out) and get alerts when media are looking for ideas in your niche, then pitch a story around what they're looking for. This tip works well for online businesses with a national or global audience.
52. **Use Twitter to find journalists** and editors to follow and engage with. Pitch them your story! Look for handles of big-name and local publications. Bonus: Use Followerwonk to find journalists.
53. **Create a free checklist**, cheat sheet, ebook or video series and let people download it in exchange for their email address. If you're not sure what to create, here's a checklist for creating your irresistible freebie.
54. **Turn your Pinterest profile into a business account.** Add branded watermarks to your images and use rich pins so people recognize your business and your brand.
55. **Find pins to share related to your business** and then use Tailwind to schedule them so you can scatter your pins throughout the day.
56. **Hold your own local event** or host an event with a non-competing business and then promote the event to your subscribers and on Facebook, Twitter, Google+, and Pinterest.
57. **Use your mailing list.** Stay top of mind and build deeper relationships with your subscribers by reaching out to them at least twice a month.
58. **Get busy on LinkedIn.** Use it, especially if you're B2B. Make connections and start conversations with people you want to work with on LinkedIn. Since people keep their profiles current, you've got a huge database right there!
59. **Participate in 2-3 Facebook groups every day** and give away as much value for free as you can so people start to see you as the expert. Check the group policy before posting anything too promotional or salesy.
60. **Join industry and topic-related LinkedIn groups.** Look for ones that are active and have real conversations happening, not all promotional.

61. **Publish your own book with loads of great value** and mail it to businesses in your community. This way they'll always have it around and will start to think of you when they need the services you provide.
62. **Use Leadpages or ClickFunnels to create a landing page** for your freebie and let people know what they're going to receive, with your form right up top so they can see it right away.
63. **Use Facebook ads to drive traffic** to your freebie landing page and use the same bullet points for consistency. [This post](#) will help you get started with Facebook ads.
64. **Create your own Facebook group.** You can get great engagement participating in Facebook groups and creating your own group will skyrocket both your engagement and your business over time.
65. **Create your own LinkedIn group.** Members automatically view group managers as experts, so groups are a great platform to share, network and promote your business.
66. **Guest post on other people's blogs.** Reach out to popular bloggers in your industry who have a lot of traffic. Tip: a lot of comments usually means high traffic.
67. **Hold Facebook contests.** Contests are a great way to build your list. Pick a prize that your fans will go crazy for and make it really easy to join. [Check out this post](#) for more info.
68. **Optimize your site for search engines.** The right tweaks to things like page titles, tags, keywords and content can magically boost your rankings and even get you on the first page of Google.
69. **Create a promo video and upload it directly to Facebook** for a boost in organic reach.
70. **Create a promo or content video and upload it to YouTube.** Use search keywords and your branded keywords in your title, tags and description to make it easy to find and share.

- 71. Turn a post into an infographic on your website** and add social sharing buttons to encourage sharing. Then promote it on Pinterest, Facebook, Twitter, Google+, Tumblr, and Flickr, and submit it to infographic directories like Daily Infographic.
- 72. Comment on popular blogs and include your website** so when people read your comment they can find out more about you. Bonus tip: include a link to relevant content, like an ebook or a cheat sheet and enjoy an increase in subscribers.
- 73. Create a Quora profile and answer questions** that pop up around topics you know. This way you can showcase your expertise without being pushy, and as you impress people with how much you know, they will naturally want to take the next step and find out more about you.
- 74. Create an epic piece of content.** Use BuzzSumo to research the most popular content in your niche. You'll see the number of shares for each social media site. Then create your own post on the same topic, only make yours better...longer, use more pics, more descriptive... things like that. This is a fast way to put yourself on the first page of Google!
- 75. Promote your blog everywhere,** even on sites like Reddit, Digg, Delicious, Scoop.it, BizSugar – you'd be surprised how much of a bump you can get in traffic. Need a checklist for this?
- 76. Use Periscope to broadcast a live video** to your potential customers and let them get to know you personally, as if you were in the same room. Make sure your video is packed with content. Think of challenges and tutorials you can stream.
- 77. Create a Q&A post where you interview** other people in your industry with a link back to their website. Then let them know about the post and encourage them to share it. Tip: Look for bloggers with a decent following if you can (but don't stop if you can't!).
- 78. Allow comments on your blog** and then take the time to read them and respond to them. If you see common questions or themes, you can always use that as inspiration for your next blog post.

79. **Create a speaker demo reel** and offer to speak at conferences and associations in your niche. If you're new to speaking, try joining a local Rotary Club and offer to speak there first before branching out to a wider audience. Bonus – bring a friend to your first talk and ask them to record you.
80. **Turn your content into a Powerpoint** or Keynote presentation and upload it to Slideshare, then include it in your LinkedIn profile so members can see it.
81. **Showcase your expertise** and build your mailing list at the same time by holding a telesummit.
82. **Offer a free email course and promote** it on your website and social media, then feature it in your newsletter and include share buttons so people can share it with their friends.
83. **Feature your newsletter sign up** where visitors can see it right away. Try putting it at the top of your site and throughout your content, or use a popup or welcome gate so that people can't miss it.
84. **Upload promo videos onto your Facebook page** for a boost in organic reach, especially if it's already active with a good fanbase.
85. **If there are online tools or products you love and use every day**, sign up for affiliate programs and talk about them on your website, with a link back to the product's site. When someone clicks on the link, you get a commission.
86. **Offer a content upgrade.** Turn a blog post into a checklist or cheat sheet and add it as a download in the middle and at the end of your posts.
87. **Use your LinkedIn and Facebook cover photos** to promote your freebie. Cover photos are premium real estate. Use them to grow your mailing list!
88. **Add live chat to your website** so that visitors can ask questions and get them answered live. This makes it super convenient for them and at the same time you keep them engaged longer so they don't leave.

89. **Start a podcast.** Interview experts, authors, bloggers and influencers and also feature your own content.
90. **Invite others to post on your blog.** Guest blogging like this can be great for you and other bloggers too. Build out your blogosphere and enjoy the boost in traffic!
91. **Create a weekly Q&A video series.** Use the videos to answer common themes and questions around your niche, then upload them to your website, YouTube and Facebook.
92. **Add social sharing buttons on your blog or website.** The more shares you have, the more people will want to share too because they will see you as an authority. Tip: Use Shareaholic or SumoMe.
93. **Add Facebook and Pinterest share buttons to your post images.** This works great for infographics too.
94. **Create an industry round up.** Make a note of your favorite new tools, tips or content you come across each month, then feature them in a Round Up series in your newsletter.
95. **Create press releases and send to local media.** Pay attention to the editorial calendar for local magazines and newspapers, then pitch your story around special segments or trending topics.
96. **Give bloggers in your niche** a free sample of your product and ask them to review it. The more mentions and links back to your site, the more traffic and exposure you have!
97. **Use Feedly to share other people's content.** Pull in your favorite blogs and online sources so you have them all in one place. When you find articles your audience would find interesting, share it right from here.
98. **Use Buffer to schedule content.** Instead of sharing your Feedly posts immediately, schedule them to go out with Buffer so you can spread your posts out.
99. **Use Hootsuite to keep track of mentions** and schedule original content you want to send each month.

100. **Create recipes in IFTT for Feedly**, Buffer and Twitter so that when a new article is added to your Feedly, it immediately goes into your Buffer queue for Twitter.
101. **Upload an exclusive**, information-packed video to a private page on your site and then send a link to your subscribers. Make sure your video has some extra valuable tips they can't find anywhere else on your site!
102. **Create a 5-day challenge** that helps people achieve something they want to do but have been putting off. Make it simple and actionable, so they really feel like they're getting closer to their goal just by completing the challenge. Then promote your



Sandra Clayton is a brand and marketing strategist for modern entrepreneurs and business owners.

She specializes in helping her clients install custom marketing systems that attract and convert high-paying customers everywhere - from blogging, social, web content, emails, ads, landing pages, offline and more. You can read more about Sandra and how she can help withh your business on her website conversionminded.com.