

# Affordable Marketing

## **Prospect Everywhere**

Coffee Shop      Golf Course      Playground      Grocery Store  
Kids School      Gym      Dog Park      Library

## **Elevator Speech / 30 Second Commercial**

How you offer value, benefit, and quality  
Relate it to how you can help them

## **Be an Expert**

Submit articles, newsletters, trade journals  
Free speeches to Community Groups and Associations  
Free Seminars  
Teach (schools, colleges, clubs, community and professional organizations)  
Register with HARO (HelpaReporter.com) and be a source

## **Partner Marketing**

Coupons to clients  
Package deals  
Cross links on your websites

## **Free Consultations**

One hour      Offer to leave after the hour is up  
No selling. Help the prospect only.

## **Free Demonstrations**

Focus on the benefit enjoyed by the prospect  
Test drives, open houses  
Go for the sale immediately after the demonstration

## **Personalized Thank You Cards**

First appointment, business done, business lost, referrals, excellent service, etc.

## **Use your business cards**

Give them out everywhere  
Send a business card in every piece of mail  
Never ever be out of your home or office without your business cards

## **Testimonials**

Ask for and use testimonial letters / videos from your raving fans

## **All written communication is a marketing opportunity**

Email signature  
Invoices  
Text Signature



## **Networking**

Find one or two groups that you click with and actively participate  
Give first. Be known as a positive connector and problem solver  
Don't try to connect with everyone at every meeting. Spend time getting into deeper conversation with one or two people.

## **Social Media**

Pick two or three where your customers are and be active  
Facebook, LinkedIn, Twitter, Pinterest, Instagram  
Focus on building relationships, not constantly selling

## **Website**

Have one  
Update it at least once a month  
Video sells  
Have your email linked to your website @ksabusiness.ca

## **Podcasting**

Video or audio podcasting  
Share tips or content on your own  
Interview people  
Be a guest on other people's podcasts

## **Signage**

Wrap your vehicle or put on decals  
Sandwich boards

## **Funny Holiday Cards**

Quarterly mailing of postcards for funny holidays that match up with your culture to your whole list  
Use SendOutCards to mail regular personalized cards to your customers and prospects

