

## Making Waves on a Tight Budget

# 21 Ways to Market without Money

If your target audience isn't spending on your products and services or contributing to your causes, your marketing budget may be suffering. Don't lose hope. Utilize these no-cost marketing methods to stay in contact and keep your business or organization's name and marketing message fresh in their minds. When they are ready to spend again, they'll think of you.

1. Attend a networking event and make new contacts.
2. Write and distribute a press release over the Internet to get your name out to more prospects. Try PRLog.com and also post your business profile for FREE.
3. Post a video on YouTube.com and include your marketing message and web site address.
4. Pass out flyers, brochures or coupons to potential clients at an event.
5. Launch an email campaign to deliver regular messages to your target audience.
6. Hand out free trials or samples along with your marketing materials.
7. Conduct a product demonstration or presentation.
8. Host a webinar or a seminar at your local library to give you audience valuable information.
9. Create a business profile page on Facebook.com.
10. Start a referral program to reward current clients for referring new prospects.
11. Join an association or professional organization and take advantage of their membership directory listings and networking opportunities.
12. Serve on a community committee or board.
13. Develop a captivating 15 to 30-second marketing spiel to deliver in elevators.
14. Post your website on Superpages.com
15. Call, email, or send a personal note to follow-up with customers and inform them of new products, services, or special offers.
16. Post comments to blogs or online forums that target your audience and include your business name and web address in your signature line.
17. Write and submit articles about the benefits of your products or services and submit them to print and online magazines or newsletters.
18. Offer to speak at an industry event or group meeting where your prospects will be. Pass out your business card and brochure.
19. Rewrite your telephone answering message to announce a special discount offer.
20. Ask your satisfied customers for testimonials and referrals and add them to your website and marketing materials.
21. Add new content to your website to keep visitors coming back and gain interest from search engines.