

Top 10 ways to market for less than \$100

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2009-10-26

In tough time's loads of businesses are really struggling to generate new clients and leads. So many businesses are cutting marketing budgets in a way of trying to save themselves yet this is probably the worst thing they could do! What I am going to show you is 10 ways you can market your business for less than \$100 each, most being free!

1. Share information - This is a fantastic way to market! Sharing information with your clients and potential clients builds a relationship with them; they will in turn trust you and be 100x more likely to buy from you in the future. Just send it to them with a simple line like "I thought this may interest you."
2. Get on Twitter - Twitter is a massive place for networking, it is 100% free and will open your business up to so many new audiences that could be interested in what you have to offer. But don't use it like everyone else, tweet after tweet of "buy this," and "buy that." Again share information, build up those relationships.
3. Get the camera rolling - Yes, make some videos and post them to numerous sites, this is free and opens your business up to a massive audience. There are many ways you can do a video so don't get nervous about being in front of the camera, look into it and see what suits you.
4. USP - you need to differentiate yourself from your competitors, you need a unique selling point. Why would they buy from you instead of your competitor?
5. Facebook - create a business profile on Facebook, look for target markets, and maybe even make use of the advertising space. Facebook being the biggest social networking site with millions of registered accounts, and again free to join.
6. Capitalize on your past success - Yes really, if you had a testimonial, article written about you, anything that shows your business to be better than the rest then use it. Share it with your customers, make a place on your site for them to look if they wish, getting other peoples views of your business helps others decide whether to buy from you or not.
7. Build a list - Email marketing is a great way to market yourself, building that list of email addresses and using them effectively will increase your sales without a doubt. A lot of services are available online to manage these lists for you, and under \$30 a month
8. Google Maps and directories - List yourself on Google maps and other online directories. Most online directories are free to list your business, make sure you include full details of your business. Listing with Google maps will also increase your chances of being found on the search engines.
9. Direct Mail - Not junk mail, were talking personalize thanks you card or something of its sort. Make a customers experience with you much more personal and they will trust you, even recommend you to a friend which equals more sales!
10. Purchase Leads - This is an effective way of getting buyers. Purchasing people that may be interested in your product then all you have to do is persuade them why they should buy what you have to offer, easy! I hope those 10 ways will help you to market your business, especially seeing as they are free or very low cost.

About the Author

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