

14 FREE WAYS TO PROMOTE YOUR BUSINESS

- 1. Listing in Yahoo! Local**
Promotes local businesses to customers searching in Yahoo! Local.
- 2. Listing in Google Local Business Center**
When potential customers search Google Maps for local information, they'll find your business: your address, hours of operation, even photos of your storefront or products.
- 3. Listing in MerchantCircle.com**
Offers a local business listing service that allows you to manage your online reputation and improve visibility in search engine results. Also allows you to create coupons and upload photos.
- 4. Listing in Yellowpages.com**
Online Yellowpage directory allows you to list your business location for free.
- 5. Listing in Yelp**
A new up and coming local reviews website. Has a great iphone application so prospects can search on the go.
- 6. Public Speaking**
You are the expert in your field. Look for guest speaking opportunities at events with qualified audiences.
- 7. Flyer**
Create a flyer and distribute to your target audience. While on the job site, spend a few minutes delivering to neighboring homes or businesses.
- 8. Press Release**
Starting a new business? Hosting an open house? Write a press release and send it to the local paper and radio station. This may result in a "FREE" advertisement for your business. A written article may earn more credibility than a paid advertisement!
- 9. Networking**
Get involved in the community and meet others face to face.
- 10. Call your best customers**
Ask for referrals. Remember the 80/20 rule. 20% of your customers create 80% of your profits!
- 11. Emails**
Are you collecting a database of emails? Email marketing is an inexpensive way to reach a broad range of customers and prospects. Contact us for additional ways to boost your sales with email!
- 12. Create a Blog**
It is easy to set up and use. Check out blogger.com, wordpress.org or typepad.com.
- 13. Join Web 2.0 networking group**
Join others in your business or social circle in cyberworld in Facebook, Linked In, or other networking group. It is a great way to re-connect with former colleagues and co-workers.
- 14. Join Twitter**
Twitter is a great way to reach out to your customers and prospects in 140 characters or less.



Interested
in more great
ideas?
Contact us for
a FREE strategy
session today!

Trista Lauritsen
979-637-0283
www.circlelmedia.com
trista@circlelmedia.com