

12 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. Public Speaking

You are the expert in your field. Look for guest speaking opportunities at events with qualified audiences.

6. 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.

7. 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!

8. Networking

Get involved in the community and meet others face to face.

9. Call your best customers

Ask for referrals. Remember the 80/20 rule. 20% of your customers create 80% of your profits!

10. 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!

11. Create a Blog

It is easy to set up and use. Check out blogger.com, wordpress.org or typepad.com.

12. 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.



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

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