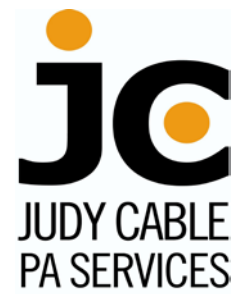


101 Ways to Market Your Business

101 Ways to Market Your Business is a collection of marketing strategies that can be implemented to help your business gain more profile and credibility.

This document is FREE and can be made available to anyone for reference.



1. Send your clients free products detailed with your logo and company information.
2. Combine a product and a services together in a package deal.
3. Turn part of your website into a “members only” Section. Do not charge access. Instead use it as a free bonus with one of your products.
4. Join online networking groups. They usually list their members on their site and this gives you extra exposure.
5. Create a questionnaire to give your clients and encourage feedback (perhaps with some sort of incentive). This helps you to keep track of how you are doing, good or bad.
6. Build alliances with other online businesses. You could trade ads or links, create joint venture deals, cross promote products etc.
7. Hold classes or seminars. They could be in your website’s chat room. Become known as an expert in your field.
8. Let your website visitors download free software.
9. Design your banner ads to look like content rather than simply ads. People will click on them to read the rest



10. Share customers with other businesses that have the same target audience as you. Offer their product to your customers and they may do the same for you.
11. Add a chat room or message board to your website. People want to interact with people who have similar interests to them.

12. Ask people questions in your ads that will make them think of their problems. Eg. Do you want to make more money?
13. Magnify the size of people's problems in your ads and highlight how your product can solve it.
14. Show before and after photos of your products on your webpage. Show them the problem picture and then the solution picture using your product.
15. Give your prospective clients extra incentives so they will order quicker. It could be free shipping, gift wrapping etc.
16. Write and send press releases.
17. When you make your 1st sale, follow up with a thank you email and advertise other products that you sell.
18. Have a referral program in place whereby if one of your clients refers 3 others they can have part of their purchase discounted or free.
19. When you ship out or deliver your product, include a coupon for other related products.
20. Sell gift certificates for your products.
21. Wear your company logo on your t-shirt, hat etc
22. Offer people a free telephone consultation before they buy a product from you. When they get to know you it could lead to more sales.
23. Have a pay later or pay in instalments option.
24. Give potential customers a money back guarantee.
25. Tell potential customers they will receive a surprise bonus with any product they purchase. This might intrigue them.
26. Let your potential customers know that this particular product or package may not be offered again or will be sold higher price next time. Create a sense of urgency to buy now.
27. Create a Frequently Asked Questions list to add to your website. This will save you time and money by having to respond less.
28. Find out your competitors weaknesses and use it as your "Unique Selling Proposition". It is the reason why people buy your products and not theirs.
29. Offer a free trial of your product for a set period of time.

30. Advertise your product on an "e-mail announce list". Find these on any search engine.
31. Password protect part of your website that potential visitors need to "log in" to view.
32. Ask customers what they would like to see offered by your business in the future.
33. Organize your marketing and advertising into a plan. Create a list of daily, weekly and monthly tasks.
34. Supply news stories related to you and your product Put this information up on the web and mail shot a newsletter to existing and potential clients.
35. Give people as many ordering options as possible. Accept credit cards, cheques, money orders etc.
36. Have testimonials that reassure people that you are reputable.
37. Tell people the value of the discount they are receiving. Eg. a product that normally sells for £130 you are selling for £90 saving the purchaser £40.
38. Promote your product or business with postcards and personally address them to each receiver.
39. Hand out flyers to promote your product.
40. Have a mail shot of pricelists and new product updates. Send this to new and existing clients or customers.
41. Have an online video explaining you and your product or services in more detail. Hire a professional actor to deliver the message if you are not comfortable enough to do it yourself.
42. Tell potential customers why you are having a sale eg. clearance sale, end of season sale etc.
43. Solve your customer's complaints by being quick and friendly. Always make sure everyone is happy with your service and go out of your way to help those that are not.
44. Use logos and slogans for your business. They help make it easier for people to indentify you and your business.
45. Use advertising words like "fast" "guaranteed" "limited" "easy/simple" "free" "new" "testimonial".
46. Express the same views as your target audience

47. Design your website so that it is easy to navigate around and provides people with the information that they want to see.
48. Attend a trade show and hand out your business cards, flyers etc. to those exhibiting.
49. Have a stall at a trade show yourself.



50. Spend money on targeted advertising instead of mass media advertising.
51. Personalise all your email messages so that they all get read. Using the person's name is essential.
52. Follow up regularly with all your clients and potential clients.
53. Learn sales ideas from reading and studying other business advertising and marketing material. Educate yourself with new strategies.
54. Form a strategic business alliance that allows you to share knowledge, training, customers, endorsements etc
55. Have an "About Us" on your website so people feel comfortable knowing who they are buying from.
56. Keep your marketing material eye catching and relevant to the viewer.
57. Have the content on your website and in your marketing material original. Provide information that people will not find anywhere else.
58. Giveaway products, which are not selling, free with your logo and advertising details on.
59. Have a competition so that people can win your product or services.

60. Ask businesses with the same target audience if they would consider combining their product with yours.
61. Try and get a radio or TV interview to promote you and your business.
62. Give customers free shipping.
63. Enter business competitions. If you win the promotion will be excellent for your business.
64. Reward your customers. If they buy a certain number of products they can have one free or give them a bonus coupon that they can use on another product.
65. Train your employees so that they know how your products work and how they benefit your clients.
66. Keep all your employees up to date on any new products or services that the business is offering.
67. Join business associations to make your business look credible.
68. Highlight, bullet point, colour, underline, italic all key words in your ads.
69. Have your website in different languages to appeal to a greater target market.
70. Team up with your weaker competitors to better your stronger competitors.
71. Publish the results of any positive survey you have just asked your customers to complete.
72. List any publications that refer to you, your business and your product.
73. Give your customers after sales care.
74. Ask people who are not buying your product -why?
75. Up sell your product. Tell people they can buy a more deluxe edition of your product for just a few £'s more than the basic product.
76. Up sell your product with gift wrap, imprinting extended warranty etc
77. Outsource some of your business workload to professional in your field that you can trust. This way you will not let customers down or turn away business.
78. Have a domain name for your website that is easy to remember and spell.

79. Advertise your website with pay-per-click search engines.
80. Include a signature file on all the emails you send out. Provide your business name, phone number website, slogan etc.
81. Hire a business coach to help you improve yourself and your business. They can help motivate you, balance your workload etc.
82. Do not offer what you cannot deliver.
83. Sign business guest books, online and in store. Make sure you leave all your contact details and what your business does.



84. Provide testimonials for your suppliers. Perhaps they will promote your business to their clients.
85. Keep regular checks on your website to make sure that it is loading properly in all browsers and that your links are still current.
86. Out sell your competition with price, packaging, delivery, benefits, quality, performance, features, availability, extras, service, proof and guarantees.
87. Join an affiliate programs "Pay per Sale".
88. Exchange articles and content with other websites. Arrange for them to have a link through to your site.
89. Create a free online book and make money selling advertising space on it. Give it free on a CD-ROM to clients with their products.
90. Help start up businesses – you never know how it can benefit you in the future.
91. Always go one step further to improve on your customer service. If you are not sure you are doing it right then take a course to help you better yourself.

92. Become a guest speaker at conferences and allow people to see that you are an expert in your field.
93. Sell an inexpensive product to sell an expensive product.
94. Entertain and treat your best clients to dinner tickets to a special event etc
95. Survey your target market. Find out what you have in common with them and then talk about it in your ads, on your website, in your literature etc.
96. Join an online networking group. Remember to give this some time as people only want to do business with businesses they know and trust.
97. Cross promote products with other businesses to help keep the advertising costs down.
98. Know your niche and when they are most likely to buy your product and when they are not. If there is a certain time of day when nobody is buying then lower the price during these hours to bring in stragglers or bargain hunters.
99. Let potential clients barter with you for products.
100. Have a online auction of your product.
101. Outsource your workload freeing up your time to concentrate on your business and your clients.



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