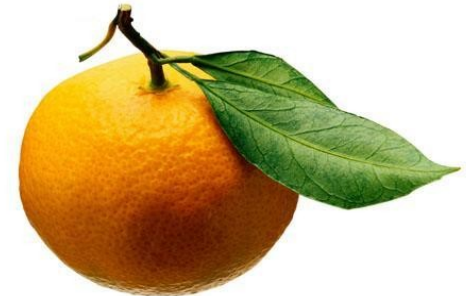


101 Low Cost Marketing Ideas

1. Use the power of PR
2. Have a Referral system in place
3. Test Pay per click advertising
4. Get out there and Network
5. Only use Direct response advertising
6. Attend or host Seminars
7. Use Testimonials from happy customers
8. Keep in touch using Email marketing
9. Try Telephone marketing
10. Make sure you write Great copy
11. Capture email addresses and use them
12. Know your customers' needs with Research
13. Budget for marketing using Lifetime value
14. Buy in Mailing lists
15. Create your USP (unique selling point)
16. Stand out from the crowd with Differentiation
17. Think about your Offers
18. Add Bonuses to your offers
19. Test and measure every piece of marketing
20. Increase your prices by selling the value
21. Focus on customer needs always, in everything
22. Segment your market and target accordingly
23. Give away Free things to tempt your customers
24. Inform your audience about your products
25. Educate your customers about using your products
26. Always highlight the Benefits of your offering
27. Sell the Value of everything you provide
28. Spend time and effort on your Headlines
29. Make sure your Website passes the 8-second test
30. Offer a Free consultation
31. Create Irresistible offers to hook customers in
32. Strengthen the sales relationship with Back-end offers
33. Consider Joint ventures as a way to reach prospects
34. Host Occasion events to create PR and awareness
35. Write a book about your area of expertise
36. Use Postcards as a cheap direct mail method
37. Contact Lapsed customers to see why they stopped buying
38. Use Gift certificates as a great promotional tool
39. Test Autoresponders to manage email campaigns
40. Write reports and become an expert in your field
41. Use all the Free SEO techniques you can
42. Add Online audio to your website
43. How can you Increase the frequency of purchase?
44. Only use Headlines with 11 words or less
45. Make numbers look bigger -£1,000.00
46. Make numbers look smaller - £1000
47. Package your offer to give customers everything they need
48. Try Online video clips on your website
49. Create bundles – 3 for 2, buy one get one free
50. Extend your guarantee for as long as possible
51. How can customers Sample your offering?
52. Subscription using Til forbid repetition
53. Feature your customers in your marketing materials
54. Always Mail before your prospect call
55. Make sure your Business cards contain all your details
56. Endorse someone else for profile and awareness
57. Use expiration dates on your special offers
58. Explain “why” to overcome barriers to sales
59. Track responses to all your campaigns



101 Low Cost Marketing Ideas

60. Offer a checklist so customers don't forget things
61. Attend or host Fund-raising dinners/events
62. Join a non-business club – art gallery, BookClub
63. Try and get to Trade body events
64. Give an award for excellence and get publicity
65. Take part in Charity events wearing your company logo
66. Create a fan club for your company or your offering
67. Turn your best customers into Advocates
68. Use Surveys to understand why customers buy from you
69. Offer Payment options for major purchases
70. Brush up your Elevator pitch
71. Use Email signatures to hook your audience
72. Do everything you can to improve your Customer care
73. Develop Scripts for all your sales scenarios
74. Add more stages to your Sales process
75. Highlight the Call to action in all your marketing
76. Offer a Newsletter in return for customers' emails
77. Host an Open day where prospects can see what you do
78. Write articles for online e-zines
79. Try promotional gifts for brand recognition
80. Make sure your Direct mail avoids obvious mistakes
81. Form Alliances with other like-minded businesses
82. CDs have high perceived value but cost very little
83. Use the free Classified ads to bring visitors to your site
84. Offer useful information and downloads on your Site
85. Model your success by Replicating behaviour
86. Become a media spokesperson for your Industry
87. Make sure your Strapline sells your offering
88. Offer Competitions on your website
89. Research 3-way links for web optimisation
90. Train your front-line staff in Sales techniques
91. Build Guarantees into everything you sell
92. Upsell by offering associated products or services
93. Consider a Trial period for customers to test your service
94. Conference calls and Phone seminars help inform
95. Understand your Financial measures and metrics
96. Treat your Staff the way they should treat your customers
97. Use Multiple marketing techniques for better results
98. Make sure you communicate more than 7 Times
99. Plan your goals and focus on them
100. Look at Non-financial measures of success
101. Make the decision to get really good at Marketing

