

A Web Content Rx White Paper

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Twelve No Cost and Low Cost Marketing Techniques

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Introduction

Marketing is mandatory if you are going to succeed. Marketing for free or for very little is icing on the cake. Enjoy.

1. Blogging

Blogging is a good thing to do for your career and your business. One problem though, how do you create a following? Here are two ways. The first is to write blog posts on other peoples blogs. The second is to become a guest blogger on a blog related to your interests or industry. Preferably you want to guest blog in a nationally rated blog. To establish your self as an expert you must be where the people are that you want to impress.

2. Business Paperwork

Place your complete contact information on your business cards, invoices, brochures, promotional literature, articles, PDF files. This is so obvious that many people just don't think of it. Your invoices and statements, brochures, and business cards give you wide penetration into your target market. Further, many of your clients and vendors would love to recommend you if they only remembered your Web site. This is a great way to help people to help you.

3. Client Recommendations

There is nothing better than a recommendation to establish your bona fides. When customers tell others about you, they are saying that you are good at what you do and worth your fee. Don't hesitate to ask for a recommendation from your clients. They have probably asked for one from you.

4. Company Vehicle(s)

Put magnetic signs on company vehicles and park them in front of the busiest mall in town. Don't under estimate the this form of advertising, it can be very effective. We know of local business that, when she needs business, gets in her van and drives around town. It works. Another excellent thing to do that costs nothing is to park your vehicle near the busiest place in town. Leave it there all day, if you can.

5. Email Marketing

Take every opportunity to gain email addresses of clients and potential clients and use email to stay in touch with special offers, free downloads, or coupons. The secret to success here is to craft a subject line that gets your email opened. Spend 80% of your time on this. Remember, the copywriter's adage, your first sentence need to get the second sentence read. And so on, but it all starts with your subject line.

6. Favors

A favor is something you do for someone without pay or expectation of getting anything in return. Doing favors for people shows that you are a caring

person interested in the success of others. Favors make friends. Do as many favors for people as you can.

7. Old Magazines

Don't throw away them away. Tear out articles and send them to customers who are interested in them. Include a short hand written note.

8. Your Web Site

Your Web site is the crown jewel of your social networking campaign. It is a great place to put all kinds of information about your products and services. This material will act as link bait and bring visitors to your site. Making information available brings visitors to your Web site. This is called content marketing because while people are reading your content and perusing your site they are seeing your products and services.

Also, visitors raise your rank in Google as they download and read your material. This further establishes you as an expert in your field.

9. Media Releases

Are you sending out at least three media releases per year? You should be. A media release can lead to an article in a paper, mention on radio or television, and online. Your media release can result in thousands of people learning about your business, organization, event, or gathering.

10. Newspaper Article

An article published in a newspaper gets wide dispersion in your area. It informs, and entertains in a way that advertising can never do. Contact a reporter at your local paper and see if you can get an article published. This is called article marketing and it is not limited to newspapers. Write and publish article in statewide and national magazines to increase awareness of your business. Be sure to pick a magazine that your customers, and future customers, read.

11. Newsletter

The operative phrase in newsletter - is news. This is the place for industry news, new products in your future, or new uses for existing products. This is not the place for marketing or selling.

12. Teach a Class

Here is one of the best promotional techniques. Being in front of a class give you instant credibility. Hold the program at your local church, library, Elk's Lodge, adult education program, community college, or at your place of business. If you have never done this before and the thought of getting up in from

of a group is terrifying, partner with someone else. Also download our Instructors Checklist.

This is the perfect venue for total media saturation. Send a media release, create an event on Facebook, Tweet it, blog it, and put it on your Web site.

13. Word of Mouth

There is little more valuable than word of mouth advertising. When you have your clients and suppliers singing your praises you have a continuing source of leads being generated at no cost and no effort.