

LOW-COST PROMOTIONS

THINGS YOU CAN DO!



Service, Service, Service!

This creates positive word of mouth, which is the cheapest kind promotion.



Go To Networking Events



Look for people you don't know and strike up a conversation; you can learn more from people you don't know than from those you already know.



Referrals

It's a two-way street, make sure to give a referral when you get a referral; Set up a referral program to encourage more of them.

Email Newsletters

NEWS

Regularly send helpful tips and ideas; even include tips that aren't specific to your business, as long as the recipient finds them valuable.

THINGS YOU CAN BUY!

Direct Mail Create a postcard with magnet attached; send 3-dimensional packets; send something at least 4 times per year.

Large Quantities

Try plastic pens, full-color magnets and calendars.



Select Groups

Upgrade the pen or give a desk accessory; spend up to \$3 per person but make the quantity small.



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