



## Big List of Marketing Ideas

**Brand everything. Shirts, cards, giveaways, your car, snacks, signage... everything.**

Create a visual thread with your marketing. Use the same logo, colors & taglines.

**Fake it til you make it! Polished marketing materials make you look like a bigger biz.**

Giveaway knowledge. Think blogging, events and whitepapers or ebooks.

**Pay attention to the competition. Set up Google Alerts to see what they are up to.**

Ask for feedback and ask to share it. Post it to your website and social media sites.

**Partner up with complementary businesses to share space in newsletters or ads.**

Ask for referrals, even from those who can't use your service just yet.

**Give plenty of opportunities to sign-up to receive info from you.**

Send handwritten notes. Thank you cards - birthday cards - congratulations card.

**Host Invite-a-Friend events. Invite your best customers and ask them to bring a friend.**

Try the 'Gift with Purchase Strategy.' Everyone loves to get something for free!

**Reconnect with lapsed customers. Set regular time to reach out with calls or notes.**

Track your marketing efforts. It will help you decide where to spend your marketing \$.