

Making sales and increasing revenues are some of the most challenging aspects of building a business. They are even more challenging on a small budget. Below are some suggestions for how to get the most out of a small marketing budget.

Low Cost or No Cost Marketing Ideas

1. Participate in networking opportunities (chamber events, Business after Hours, Final Friday and networking events).
2. Develop a referral program. Offer a discount or a gift certificate for referrals from current customers. It is always more believable to have someone else raving about you than to only be raving about yourself.
3. Offer to be a speaker or presenter for meetings and seminars that have an audience that will be interested in your expertise. Everybody is looking for an expert in the area in which they have a need. You should market yourself as that expert.
4. Offer your business location for clubs and associations to hold their events.
5. Write an article about your products or services and submit it for publication. (See [How to Write a Press Release](#) for more information.)
6. Participate in community events such as fairs, parades and competitions.

Small Cost Marketing Ideas

1. Wear clothing featuring your logo.
2. Always have business cards.
3. Use name tags - this connects a name with the company.
4. Have company letterhead and envelopes.
5. Have signage on your vehicle.
6. Offer items with your logo for giveaways and raffles. Give these items away as part of a referral program or with a purchase.
7. Check to see if your vendors have items you can buy or use for marketing. (Some items may be sold for added revenue.)
8. Have community information available at your location. This may be an opportunity to attract a potential customer that would not otherwise have stopped.
9. Partner with other businesses that are marketing to the same audience.
10. Hold an open house benefiting a local charity.
11. Hold a contest with the prize being one of your products.
12. Hold seminars featuring your product or service.
13. Put fliers in every invoice and payment going in the mail.
14. Place low-cost fliers under windshield wipers.
15. Create a great sales letter that you can use for various opportunities.
16. Record on-hold messages to market your business via voice mail.
17. Newsletters are a great way to have continued contact with your customers and show that you are a solid business that will be around a long time.
18. Advertise in other newsletters such as an association or your local chamber.
19. Place links to other businesses on your website; contact those businesses and see if they will also link to you.
20. Become a local attraction.
21. Identify special features for the holidays, such as gift certificates.
22. Be the first to welcome newcomers to your community.
23. Make a memorable donation.
24. Promote your good deeds: winning awards, new product or service, public safety and health information - and remember photo ops!