

Marketing My Business

1. **Publish Great Content.** I don't think I even need to say this, but it would be neglectful not to mention the importance of Excellent content. If you can create it yourself, all the better (isn't free always better?). Even if writing isn't your strong point, you shouldn't have too much trouble getting someone on your team to crank out some articles for your blog. Try top 10 lists, tip collections, best practices for your industry, etc.
2. **Create Instructional Videos.** Video content is really valuable, and while it can cost big bucks to get professional YouTube videos produced, there's nothing wrong with giving it a shot yourself or hiring a film student off Craigslist. Wistia offers a great [video tutorial showing you how to shoot expert-looking footage](#) on your regular old iPhone!

If video sounds like too much of a challenge, try making slide decks and sharing them on SlideShare.

3. **Online and email ads** - While [massive ad campaigns may be out of your budget](#), there are often discounts and coupons floating around for paid Facebook ads or Google ads. Some web hosting services offer advertising discount codes as part of their membership offerings. Check and see if yours does.

Constant Contact

GetResponse

AWeber

Benchmark Email

MailChimp

SendInBlue

4. Get online assistance - with FIVERR

www.fiverr.com

Fiverr is the world's largest marketplace for digital services. A service offered on Fiverr is called a Gig.

Sellers have the option to choose their starting price point. Sellers can even offer multiple price ranges by using Gig Packages. With Gig Packages, they can offer buyers different service packages at different prices.

Signing Up

Signing up for Fiverr is free. Only registered users can buy and sell on Fiverr.

Finding a Service

You can find the services you need by browsing the Fiverr catalog in different categories, or by using Fiverr's search engine and filters to find a specific service or seller.

5. **Be a Savvy Social Networker.** Create business accounts and participate in the big social media sites – Facebook, Twitter, LinkedIn, Google+, and Pinterest. Add Instagram in there too if your business is image-oriented. Also check out this list of easy [Facebook marketing ideas](#) for any type of business.

6. Stumble Upon Advertising. If you want to try some paid advertising but you're not looking to break the bank, Stumble Upon's Paid Search Discovery could be for you. Paid Discovery delivers users straight to your site, ready to engage. What works best on Stumble Upon? Photography, visual assets, and humorous content.

Stumble Upon is pretty cheap compared to other paid ad structures. You start with a base price of 10 cents per click, then add +2 cents for age targeting, gender targeting and device targeting. You can [see the whole price list for detailed info](#). Whichever way you spin it, Stumble Upon's paid offering is leagues cheaper than most other [social media ads](#); Facebook ads, for example, can cost as much as 80 cents per click.

To really benefit from Stumble Upon, use targeting options to make sure you're hitting the right audiences and niches.

7. DIY Infographics Infographics are insanely powerful marketing tools. They're visual eye candy, they're easy to digest, and people love to share them, so they're a great way to drive up [referral traffic](#) and links. Hiring a designer to make you an A+ infographic can hit your wallet hard, but you can make your own on the cheap if you don't mind a bit of a challenge.

If you have some understanding of Adobe Illustrator, try out these [free vector kits](#) that provide all the elements needed to make a stunning infographic. Not sure where to start? Check out [Visual.ly](#) for inspiration. They have beginner and advanced examples for you to browse through.

8. Build a web presence

You can build a very nice inexpensive web presence with a template until you earn enough to get a web designer to create a high quality one. Here are some of the places you can go now

Go Daddy - Wix - Theme Forrest - Make sure what every you create is HTML5 at the least.

9. **Give New Life to Old Data.** If your marketing budget is tight, you might not be able to always afford content writers to whip up content for your blog. If you're in a dry spell, instead of making something new, breathe new life into something that already exists on the web. There are a ton of data studies and stats available on the internet. While some of these studies may get initial traction, many often go unnoticed.

10. **Lounge About on LinkedIn.** LinkedIn is a major social media site that is often under-utilized. Don't just add network connections and sign out – join groups, enter into dialogue with connections, and share your blog posts. There's a ton happening on LinkedIn, and it can be a great place to promote your content, share ideas, and build your brand.

11. **Develop a Customer Referral Program.** Offer existing customers a free product, free month of service, or some other reward for referring new customers. Remember, [word-of-mouth](#) is powerful stuff, so friends telling friends about your business is incredibly valuable.

12. **Online Contests.** You'll need to cough up some dough for a prize, but the number of participants and new potential leads you get will be well worth the price. Really tight on budget? You don't technically *need* a super expensive prize to get participants. Even a couple high-end water bottles or fancy backpacks might be enough of a draw for some users.

Not sure how to host a contest? Go with [Rafflecopter](#) – they make it super easy to set up a contest and embed the contest entry form on your website.

13. **Host an Event or Class.** Plan an event or class to host, then print out flyers and post them on community bulletin boards (libraries, coffee shops,

local colleges and adult ED centers). While most community bulletin boards won't let you post business advertisements, they're often more than happy to post a flyer promoting an educational event or class.

14. Business Card Drawing. Put a fishbowl at your place of business with a sign asking visitors to drop their business cards in for a chance to win something from you (for example, a restaurant might offer a free pizza party).