

# **7 Low Cost Marketing Strategies that will Increase your Profits**

**Get off your BUTT and do it Today**

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# 1 - Listen to your Customers

- A - Find out what you are doing right
- B - Find out what sucks!
  
- Take Action
  - Do more A
    - Fix B



## 2 - Create a List or TWO

- Make a list of all your customers
- Create a list of all your Prospects



- Use a Custom Relationship Management System
  - Outlook can work
  - Better to use a sale related CRM
    - FREE options

Act

vTiger

Salesforce.com

# 3 - Think like a Customer

- Existing advertising
- FIX IT!
- Make it work
- About the customer – not about you!



WIIFM

## 4 - Direct Mail = Profits



- That list of Customers (from 2)
- Send them an offer they cannot refuse
  - Irresistible Offer
- To get business – you need to ask for it!

# 5 - Network - Talk to Everybody

- Be Proud of your Business
- You are your best salesperson!
- Elevator Speech



## 6 - Use Free Marketing

- PR – Public Relations
- Issue a Press Release
- Get to know your media
- Ideas for using PR
  - Get Interviewed
  - Tell your story
  - Volunteer, charity, human interest



# 7 -E-Marketing -Power of the NET

- Website is your face to the World
- Email – FREE Postal Service
- Blogging for Business – talk to your people
- Social Media
  - Talk to Everyone





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