

18 low cost / no cost marketing ideas

1. Support a local charity (that's quite active in the local media)
2. Send a press release to your local media. The coverage won't get you clients. But the credibility can be leveraged
3. Speak at local events. Become famous in the small world of your local area
4. Connect to thousands of local decision makers on your LinkedIn. 5 new connections a day soon adds up. You can automate sending them a DM
5. Turn your personal Facebook profile into a way to meet local decision makers. Connect to thousands of them and post relevant content under your profile, not the company's FB page
6. Create a new case study every month. Publish it on your website and email it to prospects
7. Launch a new service. Or re-launch an existing one
8. Go networking. Only one attendance at each style of event per year. Not to generate leads, but to build your audience and find out who's active. Get business cards and (with permission) add people to your mailing list
9. Update your business cards so they don't look like any business card you've ever seen. Put your photo on them as people remember other people's faces better than names
10. Start using direct mail. The simplest often works the best – send people a multi-page letter with a clear call to action at the end. Test 30 before you send it to hundreds
11. Send a past client something unexpected in the post. And make a follow-up phone call just to check in. You never know when they'll be unhappy with the MSP that replaced you
12. Use domain names to grab attention. A campaign that has a call to action such as www.hackerswantyourdata.co.uk has more standoutability than www.xyzit.co.uk
13. Film more video. Buy the basic tools and turn yourself into a prolific video producing machine. People love short relevant videos. Basic kit list at <https://www.itsupportmarketing.co.uk/videos-website-good-enough-kit-list/>
14. Volunteer your team's time for one day for a charity event. Do something fun and high profile like entering a boat into a dragon boat race, or soapbox derby
15. Put on a 4 hour litter pick around your business. Get other local businesses involved. Get the media involved. Love where you work. Pride = passion
16. Send a holiday postcard from Spain to your hottest prospects. It's unusual and with a follow-up phone call could generate a meeting
17. Seek out the super referrers – the unusual people who send the majority of referrals to a business – and get them on side with you. Normally they need to feel comfortable about the quality of your work, and understand what their rewards will be
18. Put on a co-promotion. Find another business that deals with the same kind of clients as you – but isn't in competition – and promote each other's services to the existing client base