



Top 50 Ways to Advertise Your Business!

First off, let me congratulate you on taking the first step towards your financial freedom! With some hard work, you have the opportunity to build your business into a money maker! As with any business, there are no guarantees of success. The ultimate success of any business venture will be directly attributed to your ability to learn and execute a marketing strategy.

The first thing you need to do is to come up with a budget for marketing your business. Some people have thousands of dollars to invest and others have very little capital to invest in marketing. In any event, establish a monthly budget and stick with it! Consistency is key! We have come up with 50 different ways that you can get your business off to a good start. Some of these ideas are free, some are not. The main objective is to get you off and running and thinking about marketing and advertising. In fact, if you have any other ideas you have found to be successful, please email them to us!

The following 50 ideas are in no special order. I would suggest reading each idea and highlighting the ones that interest you. Then do some research on the suggestion and take the time to execute the idea and see if it yields results. If it does, great, keep doing it! If not, try something else on the list or come up with some ideas of your own. There are 100's of ways to market your website business!!!

1. **Pay Per Click Advertising:** Check out Google Adwords, Google Adsense, and Yahoo. Visit <http://adwords.google.com/select/Login> , <https://www.google.com/adsense/> and <http://sem.smallbusiness.yahoo.com/searchenginemarketing/>
2. **Place Free Ads Online:** A free way to get some interest in your business! Visit www.merchantcircle.com , www.engineseeker.com , www.busydirect.com , www.usfreeads.com , or www.adready.com
3. **Discount Coupon Codes:** Offer special discounts for people visiting your website. You can offer a percentage or dollar amount off each sale at checkout! This feature is

available as part of an upgrade that we offer. If you have not already added this to your website, please contact your eConsultant to see if it would be worthwhile!

4. **Craigslist:** A very popular site that does not charge to place basic ads. It requires a little work to place the ads but once you find one that works, simply repeat it over and over in different parts of the country! Visit www.craigslist.org for more info!
5. **Flyers:** Create your own or ask your eConsultant for one. We would be happy to email you one that you can print out and put up anywhere there is foot traffic! Schools, Stores, under car windshields, in mailboxes, etc. A cheap and easy way to get your name out there!
6. **Flea Markets:** Go down to the local flea markets and see what its fee is to have a booth for a day or weekend. If feasible, order extra catalogs and take orders on the spot. Maybe even purchase some gift items from the dropshipper as samples or to sell right at the flea market!
7. **Business Cards:** What better way to show you are a legitimate business, than with business cards. Even better, we will show you where to get 250 for FREE!!! Go to www.vistaprint.com for 250 free cards, just pay for shipping which is about \$5.95!
8. **Blogs:** Blogs are a great way to talk about your business, post new promotions, etc. Go to www.blogger.com to set up a free blog for your company!
9. **Start your own Affiliate Program:** Affiliate programs are a great way to have other people working for you. They help drive sales and you pay them a percentage of the sale for their efforts. Your website can be set up with an affiliate program as part of an upgrade. If you do not have that feature and would like to know more, please speak with your eConsultant.
10. **eBay:** Although very competitive, eBay remains an option when selling your products. Although they get a ton of traffic, sales are usually based solely on cost, which means you may not make much per sale. However, if you can find an item that is not already flooded on eBay, you can make money here. Go to www.ebay.com to find out more. If you are new to eBay and would like to learn from the ground up, visit the eBay University Learning Center at <http://pages.ebay.com/education/index.html>
11. **YouTube.com:** Why not create a 30 to 60 second commercial with your camcorder, post it on www.youtube.com for free, then create a link on your home page, directing people to view your message. Promote your company, objectives, and anything else that would help people to purchase from you!
12. **MBVMarketing.com:** Check out this website for 4 different marketing packages starting from \$99.00. Visit www.MBVMarketing.com today!
13. **Friends and Coworkers:** What better way to make a few extra sales, than from your friends and coworkers? Order an extra few sets of catalogs and leave one at work or

bring a set with you to family get togethers. An easy way for a few sales. Don't forget to give them a good deal!

- 14. Sponsor a Team:** While you may not be able to get your name plastered across a NASCAR racing team, it is very affordable to contact some local teams for sponsorship. Many times for \$100 or less, you can sponsor a soccer team, little league, or bowling team. In return you usually receive a mention on the team jersey, in their newsletters, etc. People want to do business with people who give back to the local community!
- 15. Sell Advertising:** Your website is not only used for selling products. How about creating a page or multiple pages where people can advertise their business? Take out a free classified ad on craigslist.org or with a local paper. Even if you had 10 people pay you \$10 monthly to advertise on your site, that is \$100.00 a month and it is all pure profit!!!
- 16. Price Control Feature:** With a simple upgrade to your site, you can manually control all prices. Offer a special of the week or month. Items to draw traffic in and create sales. When they buy the specially priced item, they are almost sure to purchase more items at the regular price! If you do not have this feature, please contact your eConsultant for more information.
- 17. Weekly Survey:** As part of your website, you have the opportunity to run weekly or monthly surveys. Ask questions of interest and give 4 to 5 potential answers. Questions like, who will win American Idol? Your website will track the answers and studies have shown people will come back to your site to check on the results.
- 18. Cafepress:** Go to www.Cafepress.com and create custom mugs, shirts, hats, etc, with your company name, website address, and logo on it! You only pay for each item you order. Be a traveling billboard for your company. A great idea for friends and relatives. Let them advertise the business as they go about their daily routine!
- 19. Visit Marketing Websites:** There is a ton of free information out there. Take the time to absorb as much as you can. Visiting sites like www.MBVMarketing.com can help you get that edge your business needs!
- 20. Create a Logo:** Image is everything! Create your own logo or have someone help you create one. It is imperative that you give your business an identity. Visit <http://www.logomaker.com/> or www.logosmartz.com for help!
- 21. Search Engine Optimization:** This can be very pricey so be careful before purchasing an optimization program. Check out articles that explain how SEO works. Here is a good one you can review. <http://www.seomoz.org/article/beginners-guide-to-search-engine-optimization> To find a list of SEO companies simply Google the phrase, "search engine optimization."

22. **MySpace:** If you haven't already, create a MySpace account. Since www.myspace.com gets tons of traffic, what better place to put a blurb on your business as well as your website address. This will take people directly to your website!
23. **Yellow Pages:** Contact your local yellow pages or yellow book to inquire about rates. Many times it is much less than you think it is. Yellow Page advertising lends credibility to your company so it is worth considering.
24. **At Home Parties:** Organize at home parties with friends and neighbors, just like Avon, Tupperware, The Pampered Chef and other at home party services. Offer the host 20% of any profits to make it worth their while.
25. **Civic Groups, PTA, Lions Clubs:** Become a member in one or more of these groups. A great place to network and offer your products! Contact your local Chamber of Commerce for the best places to join!
26. **Local Cable TV Spots:** Advertising on local cable channels is not always as expensive as you may think. Contact the local cable company and they will put you in touch with the sales department to discuss any possible ways to advertise on TV!
27. **Free Giveaways:** Create a free promotion and giveaway. Get custom made pens, magnets, anything that has your business name, telephone number, and website on it. Visit www.gopromos.com for more information!
28. **Multiple Domain Names:** Did you know that for as little as \$25 you can have 2 domain names, both driving traffic to your website? Look into advertising more than 1 domain name and driving traffic to both. All the big guys do it, why don't you?
29. **Opt In Email Lists:** Check out companies like www.infousa.com for mailing lists. This is a great way to email blast out tons of people for very little. Get that message out there!
30. **Amazon.com:** Did you know it's possible to work with amazon.com? If someone searches for one of the items you are selling, they can direct them to your products! Go to <http://www.amazon.com/Advertising/b?ie=UTF8&node=276241011> for more information!
31. **Word of Mouth:** This is the cheapest and most effective advertising. Tell everyone you know about your business. If they buy something from you and all goes well, they are going to tell their friends and that usually results in more sales!
32. **Banner Exchanges:** Exchanging banners with other companies is a great way to drive traffic. Most banner exchanges are free to join and participate. Please visit www.e-bannerx.com or www.home.free-banners.com for more information.
33. **School Events:** Call and see if you can work with the school on any type of upcoming events they have going on. Maybe offer a discount for any order made from the

schools referral. Maybe they can mention you in their newsletter or you can come in and do a presentation for the class about starting a home based business.

- 34. Local Bulletin Boards:** Post flyers and business cards everywhere you see a bulletin board. Be it the local library, supermarket, gym, or drug store!
- 35. Car Stickers and Signs:** Contact the local sign store and see if they can make you a magnetic sign for the side or back of your car or maybe letter the rear window with your website address. Herbalife, real estate companies, pizza delivery companies, locksmiths, and others have done this with their vehicles and it has been very successful!
- 36. Facebook.com:** Similar to MySpace, Facebook allows you to create a free website that talks about you! You can mention your website and drive traffic to it. Its free, easy, and a great way to market!
- 37. Email a Friend Feature:** We have a feature available that allows people who view your items on your website to forward them to a friend with one click of the mouse. It is called "email a friend" feature and is great for people who find something that someone else would be interested in. They simply click the button and it forwards the product and link on your website to the friend and allows them to add a short message to the email.
- 38. Local Charities:** Everyone wants to work with a company that gives back and donates to worthwhile causes. Check out some local charities that you have an interest in and work with them on a fundraiser where a portion of the proceeds go to the charity. Make money and help others!
- 39. Consignment:** Work with local store owners on a consignment basis. Ask them for a small corner to place some items and for each one that is sold, you simply pay a commission to the store owner.
- 40. Post Card Mailers:** Create a post card or mailer and work with the local papers to have it included as an insert in the paper. Many smaller papers will work with you on the pricing and circulation. Work on a small scale and test it out. If it works, increase the exposure!
- 41. Networking:** A great way for you to work with other professionals to help each other meet mutual goals. Here are 2 great articles on networking. Read them here!
<http://www.businessknowhow.com/tips/networking.htm> and
<http://sbinfocanada.about.com/cs/marketing/a/networkingmm.htm>
- 42. Restaurant Placemats:** Ever see those advertisements on the placemats in diners and local restaurants? Usually in the corner of the placemat you will have a telephone number to contact the company that places those ads on the placemat.

- 43. Door to Door Sales:** Many people still practice this sales method. While not practical everywhere, there are still places where walking door to door with catalogs does work.
- 44. Sell to Local Businesses:** Just because you primarily sell to customers, does not mean you can't sell wholesale to local businesses. Try to set up a meeting with a few local stores and see if they would like to carry some of your product line. You can discount the retail price so that they can buy the products from you and still sell them for a profit. You have close to 3000 products so surely they can find something to offer their clients.
- 45. Grocery Receipt Coupons:** Ever flip over the receipts from the grocery store and notice ads? Well, look into getting your business noticed too! See if any people offering similar items are advertising on there. If they are, chances are it is working!
- 46. Flyer Handouts:** Ever notice a flyer under your windshield when you come out of a store? Well although not all of those flyers will be turned into a sale, some of them will. That's why people do it. Because it does work and it is a very cost effective way to market.
- 47. Monthly Newsletters:** Create and email out a monthly newsletter to all of your clients. Offer a discount for returning clients by creating a discount code for them to use at checkout. Repeat customers are the best customers!
- 48. Sponsor a Highway:** It usually costs nothing, just the time a monthly trash pickup along the roadway. Your sponsorship gets your company name on a sign, which thousands of drivers will see!
- 49. Customer Surveys:** Email out customer surveys. This will show you what you are doing right and where you need to improve. The better the customer's experience is, the better chance of them shopping with you again and telling their friends!
- 50. 800 Customer Service:** Look into getting a toll free number for your customers to call for ordering and information. These numbers are easy to get and can ring right to your home line or cell phone. Visit sites like www.tollfreenumber.org for more information.

