

10 Inexpensive Marketing Tactics

How to Market Your Business on a
Small Marketing Budget

Brought to you by:

HEATHER JACOBSON

Valley Virtual Assistants

www.valleyva.net

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Often times, we feel that we cannot afford to market our business. The old mantra of “you have to spend money to make money” is true, but not all forms of marketing require shelling out major cash or taking out a loan. There are many things that you can do to market yourself and your business that won’t leave your wallet empty.

The following tips are an excerpt [“Making Dollars Out of Cents: 101 Tips for the Frugal Marketer”](#). It includes tips catering to clients and customers, on line and off.

[101 Tips for the Frugal Marketer](#) –

You can Promote Your Business without Breaking the Bank!



Blog

Web logging, or Blogging as it is affectionately referred to, is sweeping the nation. Almost everyone maintains a blog! Blogs are easy to create and can be created for FREE! That's right, FREE!

Blogs are an easy way to keep in contact with your readers. You can post articles relevant to your business, sales, deals, etc.

Make sure that you set up your profile to include your URL so they are able to locate you on the web. This is particularly important if your blog is located somewhere other than on your site.

Some places to get blogs:

[Blogger.com](#) -- Free to set up and customize

[WordPress.org](#) – Free program to download and install on your web server

[Moveable Type](#) – Free and paid subscriptions available

[Live Journal](#) – Free to set up and customize with a premium upgrade available

[Multiply](#) – Where blogging meets the social network. Three membership levels: free, silver, and gold.

[Typepad](#) – Three paid subscriptions levels offer multiple weblogs and authors

To learn more about blogging and how you can make it *profitable* for your business:

[A Studybook on Blogging](#)

[Blogs and RSS Revealed](#)

Don't forget to check out our blog at [Marketing Grand Central!](#)

For additional blogging resources as well as information on driving traffic to your blog, make sure you book mark our [Blogging Resources!](#)

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Article Submission

Writing articles portray you as an expert in your field. So get writing! Pick a subject that you know about and just write!

Be sure your bio line has all your pertinent information including your name, URL, and email address. Offer your article for reprint as long as the links and bio remain intact and start submitting them!

There's a great course that Nicole Dean (LadyPens.com) and Kelly McCausey (WAHMTalkRadio.com) put together called [Easy Article Marketing](#).

For a FREE 5 day eCourse all about article marketing send a blank email to easyarticles@aweber.com

A few places you can submit:
www.ladypens.com – for women writers only
www.articlealley.com
www.articlecity.com
www.goarticles.com
www.alumbo.com

For a list of article submission sites which contains 135 links, [Visit Erin's Article Submission Site](#) compiled by my very good friend Erin Banister at TrinityJacobs.com.

For copywriting help, visit [Master Copywriters](#) or the [Free Copywriting Library!](#)

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Give Away Your Product in Exchange for a Review

We've said it before and we'll say it again...FREE is FREE! Offer your product to a select few and ask them to merely provide a review in return. You can give them an evaluation form or just ask them to tell you what they think!

One of two things is going to happen...you're going to have RAVE reviews to post in your ads or on your website and, if they love it, they're going to tell all their friends about your product – OR – they're going to tell you what they don't like and you can make improvements to the original product.

Create a sign up sheet in your place of business or on your website (or both!); and ask people if they would like to provide a review. Not only are you creating a list, but you're letting them know that you are always looking to improve upon your products or services!

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Write an E-book

Writing an eBook does not have to be time consuming or difficult. Pick a subject about which you are passionate and know something about. Then simply begin writing.

Are there several articles you've submitted on which you can expand? Start writing and then go back and put it all together.

Once you get the eBook written, edited, and proofed, there are many ways you can use it for your business. You can sell it, give it away, or offer it as an incentive. What you're doing with the e-book is setting yourself up as an expert.

Need help with writing and creating an e-book? We recommend:

[How to Write Your E-Book in 7 days](#) – Jim and Joe offer a free e-course
[E-Book Secrets Exposed](#)

[Easy E-Book Pro](#) – When you have it written and you need to put it together
[Write and Sell Your E-Book](#)
[Instant Book Writing Kit](#)

As far as selling your e-book, it's all about marketing! Use some of these other tips to help promote your eBook. Many of the companies above have marketing eBook information included in their services.

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Reactivate Dead Clients

You haven't seen or heard from Mr. Smith in a few months. Mr. Smith used to stop in weekly. Something must've happened to Mr. Smith. Maybe it's time to give Mr. Smith a reason to come back.

So many times we receive emails or letters in the mail asking us to come back. Most of the time an incentive is attached. If you run an e-commerce business do you make people register to purchase? There's a reason so many businesses do. You can track sales by customers. When you see a customer hasn't made a purchase in several months you can send them a friendly email with a 10% off coupon or free shipping on their next purchase.

Many local retail stores also follow the same path. You can keep track of these sales by either offering them a customer number or a frequent shopper card.

I once received an advertisement explaining if I switched a prescription over to a new pharmacy in town I would receive a \$10 gift certificate. I did, got my gift certificate, and spent it. I then switched my prescription back to my original pharmacist. However, several months later, I was reactivated by the new pharmacy. The deal was so sweet that the new pharmacy is now my home pharmacist all because they followed up with me and made me feel like they wanted my business. I'm smart enough to know that, I, one consumer, will not make or break any business. But the attention that I got from that pharmacy was enough for me to spread the word for them...and that's how they use their free marketing!

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Be an Internet Sweetie

Giving away free stuff is always nice. It keeps people coming back to your site. Find what you can that you can give away for free, whether they are products of your own or products offered by other people. Notice that I've listed an eBook by Seth Godin in this book. When I find something for free that will help others, I share it.

The idea behind giving things away for free is that you give them enough information to want to know more and ideally either purchase your product or a product that you are an affiliate of making you money.

There's a whole course designed on how you can become an Internet Sweetie and at a price that's reasonable. You can find out more information by going [here](#).

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Celebrate Holidays (the odd ones...sponsor something)

Every one celebrates the big holidays -- Christmas, Easter, St. Patrick's Day. But when was the last time you celebrated National Ice Cream Day or National Frog Day? Find an off the wall holiday and capitalize on it!

If you're an ice cream parlor celebrate National Ice Cream Day and offer goodies to those that come in or half price single scoops. But remember, you're going to need to get your name out there and make sure people know that you're celebrating this holiday! Send an email to those on your list or drop a post card in the mail to those you have an address for. Send a press release! Invite the media for free ice cream! If it's in your advertising budget host a radio remote inviting the public out! You'd be amazed at the results of these off the wall holidays!

Don't rule out single days...there are several celebrations that last the whole month long. Send out a calendar to your list letting them know what you're doing every day to celebrate the month!

For a list of "different" holidays you can visit these websites:

[Holiday Insights](#)
[My Daily Plan-It](#)
[Holidays.net](#)

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Sponsor Your Emails

Where do your emails go after you send them? That joke you received this morning and then forwarded on to your friends and family...remember that? Do you know where it's been since it left your box? It could be halfway around the country by now.

So sponsor it! It's easy and FREE!

Simply head all of your forwards with the following message: "This joke brought to you by Valley Virtual Assistants – Specializing in Marketing and Sales Assistance for the Solo-preneur." Add your link and hit send!

If you don't think this will work, try it. Include a link that is specific to your email and not just your home page. This will allow you to see who is visiting your site from your sponsored emails!

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Start a Customer Club

It costs nothing to start a preferred customer club and look at how many businesses have them including the major grocery stores and pharmacies. They serve many purposes but the biggest is building a list. Heard of that before? By having your customers sign up for a preferred customer club you're getting all of their pertinent information.

Make yours different so they'll be sure to sign up. Entice them with monthly specials only available to them, a free gift with every purchase of x amount of dollars or more, or a point system where they can earn free merchandise.

A preferred customer club is also a good way to track those sales making it easier to reactivate dead customers. For you, it's all about getting them back to your establishment.



Sign up for [Marketing Made Simple](#)

Do you stress over marketing? Do you want to see how uncomplicated marketing can be? Our newsletter includes Marketing the simple way. It doesn't have to be complicated but so often we think that it is. There are articles that I've written, other industry leaders, as well as updated resources, and yes, we've even thrown in a little humor. Marketing Made Simple is published bi-weekly we'd love to have you as a subscriber!

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Additional Marketing Resources

- [101 Tips for the Frugal Marketer](#) - Discover 101 marketing ideas that *won't* break the bank!
- **Jimmy D. Brown's** [List and Traffic Video Newsletter](#) -- Jimmy blew me away with the content in his newsletter which offers videos, audios, complete transcripts and MORE! The \$10 investment is a STEAL!
- [Easy Article Marketing](#) – sign up for a free 5 day eCourse and learn how article marketing can help you rank higher in the search engines and gain more traffic to your site. Send a blank email to easyarticles@aweber.com
- [The Confidence to Act](#) – I speak from experience when I say that confidence can make or break your business. This audio course features four amazing business women and how to boost your confidence and your business!

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Author Biography

Heather Jacobson



Heather Jacobson is the owner of [Valley Virtual Assistants](#) and helps small business owners with their marketing and new business development needs.

A graduate of Radford University in Business Management, Heather uses her background in television advertising as well as her passion for marketing to aid small business owners and ease the intimidation of marketing their businesses.

Heather publishes a bi-weekly newsletter on her website entitled “Marketing Made Simple” helping to ease the intimidation marketing often causes. She also is the owner of [Marketing Grand Central](#), a blog devoted to marketing, co-owner of [BlogMavens.com](#), the roadmap to the blogosphere, and a coach and co-group leader with [VATraining.com](#).

Heather resides in the heart of the Blue Ridge Mountains in Roanoke, Virginia with her boyfriend (and editor) Tim, their children, Matthew, Samara, and Regan, and their dogs, Rhoda and Napoleon.

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