



# 5 low cost marketing tips for your business

## 1. Get on Google Maps

Want a free service from Google that will help put your business on the map? (Pun intended!). Now accessible from mobile devices, being on Google Maps is a necessity for being found.

**Try this:** Sign up to receive a FREE copy of our Google Maps how to guide and get your business on the map.

\* **An extra tip!** Embed a Google Map of your business on your website. This will be a great way to show potential customers where you are located and it may help to increase your ranking on Google.

## 2. Get cosy with other businesses customers

A great way to market your business for free is to get your products/services advertised to other businesses customers. Look for businesses you might already have a relationship with and ask them would they like to do some co-operative marketing.

**Try this:** Find a business which has products/services which would suit your customer base and ask them would they like the opportunity to market their products/services to your customers in return for letting you do the same.

\* **An extra tip!** Make sure you keep control of what and how they market to your customers. The one thing to remember is you need to ensure what they are offering is of value to your customers.



### 3. Get email marketing to your customers

Email marketing is a great way to build a digital relationship with your customers. Sales offers, company updates, industry information, and anything else you deem relevant can be communicated to your customers at a very low cost.

The key to successful email marketing is to make the communication meaningful. How do you do this? The best way is to ensure you have an up to date customer database with key information which will allow you to segment data and tailor messages within the email.

**Try this:** Put a calendar together for each quarter with details on a new special offer or industry topic that you would like to send out to your customers to get them talking or purchasing. Ensure you put together a couple of different communications to suit your various customer segments (if you have them). Your calendar should remain quite fluid and more of a tool to keep you focused on talking to your customers rather than a set in stone plan.

\* **An extra tip!** If you don't already have an email campaign client, think about trialling a program that will help you create, send, and track the success of electronic direct marketing campaigns.

### 4. Get talking

Customer testimonials can be a very compelling and effective way to win new business. Speak to happy new and existing customers and ask them what they love about your business or the products and services you provide.

Get them involved in writing a short testimonial about their experience and why it was unlike any other. Remember to be authentic and trustworthy. Legitimacy with customer testimonials is very much the key to ensuring effectiveness. If it looks staged to you, your potential customers will most likely think the same.

**Try this:** Don't just stop with written testimonials, get together your most compelling customers and put them in front of a camera. Pop a 20 second video on YouTube and post a link on your website - don't forget to track clicks!

\* **An extra tip!** Have happy staff as well as happy customers? Get them involved in spruiking the work that you do. It could be as simple as telling their friends via Social Media, or perhaps it is writing something to be published on the "About Us" page on your website.



## 5. Get tracking

How many website visitors do you get a month? Where did they come from? How long do they stay on your site? What pages do they visit?

These questions are just the beginning. We haven't even started thinking about email campaigns, pay-per-click campaigns, or search engine keywords. If you aren't tracking every marketing campaign you do, or every time you pull a lever to try and increase sales, you are missing out on vital intelligence that may make the difference your company needs to get the ROI you need.

**Try this:** *When setting your marketing objectives, ensure that each objective has the M in S.M.A.R.T. (Specific, Measurable, Achievable, Realistic, Timely)*

\* **An extra tip!** Get connected to Google Analytics. This free tool from Google can help you track the activity on your website by giving you information about the number of visitors on your site and what pages they visit.

Want more info? Call an eBusiness Consultant today!

**1300 306 739**

*This eBook is designed for use as a guide only, and should not be relied upon as a sole means to determining success in your marketing campaigns.*