

Big List of Marketing Methods

Have a Social Media Presence

- build a following, post regularly on Twitter, Facebook, LinkedIn, Biznik
- participate in a niche social network

Create content on your site

- blog
- podcasts or videos
- downloads
- newsletter

Create content through other networks

- make a YouTube video
- post article on Biznik or LinkedIn
- answer questions on Q&A sites
- be active on niche forums

Comment on others content

- their blog
- their Facebook notes
- their Twitter stream
- their Biznik articles

Get listed in online directories

- niche directories
- Google Local, Google Merchant
- review sites

Meet people in person, with business card

- go to events
- host an event
- host a regular group
- speed networking
- give speeches
- join local biz groups like the Chamber of Commerce
- teach a class

Reward Schemes

- referral program – reward customers
- affiliate program – reward strangers

Advertising

- paid search, pay-per-click
- Facebook ads
- leave business cards or flyers around town
- direct mail or inserts
- promotional giveaways (i.e magnets)
- pay bloggers to review you (reviewme.com)

Build Loyalty with Existing Customers

- promote them on your site
- let them know you appreciate them
- give them more features/value
- special deals for current customers

Word of Mouth

- encourage customers to Yelp, write reviews
- use GetSatisfaction.com
- ask customers for referrals
- write press releases
- put promotion buttons on your site– “share this on Facebook”
- have customers do video testimonials or ask for written ones
- hand out coupons or put them on the back of your business card

Strategic Partnerships

- cross-promote in newsletters or on others websites
- barter/trade
- guest post on other blogs
- create joint contests
- sponsor an event

Search Engine Optimization

- for Google
- for shopping sites like Etsy, eBay