

## Marketing Strategies That Cost Little or Less!

If you want to increase your company's revenue in this belt-tightening economy, then you might have to throw out marketing and promoting your business the old-fashioned way. What is the old-fashioned way? The belief that you have to spend money to make money. Or, that you need to pull back when times are tough. In recent articles and books about Marketing, authors write that "thinking big" and "working with a marketing plan" are the first steps to increased sales. And, that lack of money is no excuse for pulling the plug on marketing.

"Thinking big" doesn't have to translate into spending big. "Thinking big" requires expanded thinking and the consideration of possibilities. The attitude of possibility is what separates those who 'go for it' and those who hunker down during a stressful time.

How does it make sense to become invisible to potential customers or to pull back on most marketing activity? It doesn't! There are countless ways to market without spending a dime. Really!

Here are some marketing suggestions that could bring attention and focus from customers or potential customers to your business:

**Shine the Limelight on You!** Have you won an award? Have you moved to a larger space? Have you hired a new employee? Did you win a big contract? Take advantage of this news and announce it. Such communications are the subject of a press release or a letter to your clients. Being visible is what marketing is about.

**Put Marketing Into Your Agenda.** If you want to make an impression on your prospects and clients, prepare a meeting agenda for your face-to-face meetings and send it to your prospect or client the day before your appointment. This lets them know that you are organized and that you value their time. Take my word for it, *this is good marketing.*

**Let The Mail Help Your Marketing.** Did you know that more than 30% of all business mail arrives on Monday? To help your mailing get attention, time it so it will arrive later in the week in the smaller piles of mail. Give yourself every opportunity to get noticed.

**Be Fast.** If you respond quickly to a request for a bid or proposal, you stand a better chance of getting that customer "out of the market". Your attention to their request stops them from searching for another source. Naturally, you won't land every prospective customer but your prompt attention will most certainly boost your sales.