



Quick tips for marketing on a budget

1. Don't waste money on advertising...for 95% of the business population this is a pointless exercise in terms of lead generation and also carries a huge cost. You could get many more direct and active activities for the same cost.
2. Use your current client list...most of you won't know that you can actually achieve more from existing clients. Be honest with yourself, do all of your clients know everything that you do? How many times have you missed an opportunity with a client this way because they didn't think you could help them in a particular area?
3. Give you clients news of your business that is progressive. For example, "Hi John, just thought I would give you a call to see if there is anything else we can do for you at the moment - whilst I am on the phone, we have just installed a new widget machine to bring the cost of widgets down for our clients. If you, or anyone you know is interested please let me know". If you tell your target market that you are investing in new people/kit/expansion then they will have an impression that you are a stable and successful company.
4. Editorial...lots of local news and trade magazines will take good quality copy from you and publish it in the business news section for free. If you can strike an ongoing relationship up with editors and you always submit good newsworthy copy that is not a big sales pitch for your business then you will eventually get them calling you for you to help them fill a space! Remember, there are 1000's of trade magazines in the UK - most sectors have 4 or 5.
5. Networking...still one of the best ways to get business locally and spread the word cost effectively about your business. There are lots of local networking meetings and some National ones too. Costs are very low, normally between £10-20 and you get to meet lots of business people, who in turn become your sales people.
6. Letter campaigns...for the cost of a few stamps you can send out relevant information to prospects. Don't dismiss this activity - a client of ours won Coca Cola as a client from this activity. Keep the letter one page maximum and remember to tell the prospect what is in it for them - not just you.

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