



Top Ten Tips

Marketing Ideas for your Business

1. Join a local business networking group, make a point of attending a regular networking event every month and learn from the people you relate to. You could even pick up some new business from the folk in your network.
2. Put a name plate or sign on the side of your car, it's like having an additional shop window to promote your company and will be seen by folk everywhere you go.
3. Optimize all the pages of your Website to ensure increased search engine traffic, and make sure you capture the details of any new-customers that arrive on your website via the internet.
4. Read and re-read every web-page and article, read them out loud to make sure they all make sense, have good grammar and to eliminate typos.
5. Make sure your brochure is professionally written, when it's ready - make it downloadable on your website. You save on printing costs while the customer has instant access to your best marketing message.
6. Make sure all of your existing clients are happy with your work, they are much more likely tell others about you - and will pass on referrals if they are completely satisfied with your work.
7. Use YouTube to display your advertising video's (it's almost like word-of-mouth via the Internet), it's a great means of advertising and that way, thousands of potential clients are exposed to your message.
8. Always carry business cards, give them to friends, leave them in restaurant's and grocery store's, pin them on library message boards - everywhere and anywhere, take every opportunity to pass on a business card. Each card has the potential to bring you new business.
9. Make sure your website stays up-to-date; remove any older articles which are date sensitive and obviously a "past event", keep everything fresh and new - recent content is liked by both Google and your potential clients.
10. Make sure you look as professional as is possible – If you dress professionally you will act professionally (even if your company is at the start-up-stage), folk will know if your website is out-of-date or DIY, they will also know if your business cards were printed by a free service!

Associate and relate to professionals - it will soon rub off on you!