

# Marketing Ideas for New Businesses

## PLAN & ORGANIZE YOUR MARKETING EFFORTS IN ADVANCE TO ACHIEVE SUCCESS.

- Get signs and banners made, if possible, to use for advertising.
- Join networking groups, like the chamber of commerce.
- Advertise once a week on social media.
- Talk to friends and family about the business and referrals at least once each month.
- Pass out business cards around the neighborhood twice a year.
- Talk to friends and family about the business and referrals at least once each month.
- Collect email addresses and email everyone with useful information once or twice per month.
- Offer free or promotional services.
- Send mailers to local target audience.
- Establish a referral system or way to show gratitude to those who refer clients.
- If possible, offer free services and products at local community events.
- Create and maintain a Google business page.
- Create and maintain a website.
- Advertise in local magazines.
- Send holiday cards and thank-you cards.
- Keep track of clients using databases to stay in touch monthly or quarterly.
- Attend conferences to meet people.
- Connect with other businesses that can naturally refer business to you - partner with you.
- Do 1 hour of cold-calling each day.
- Get involved in volunteer organizations.
- Take classes at a local community college or adult ed. program. You will not only learn and improve a skill set but also meet new people!
- Get back in touch with old friends and acquaintances. Make it an effort to stay connected on a consistent basis.
- Get back in touch with old friends and acquaintances. Make it an effort to stay connected on a consistent basis.