

# Marketing Without A Budget

A lot of people think they should wait until they have an insane amount of money before they launch their businesses. While that is sometimes true, it doesn't always apply when it comes to marketing. Yes you should have adequate funds to run your business, but you can begin your marketing campaigns at any time, with little to no budget. Here are 8 ways to market your brand for almost zero dollars. It will take time and effort, but with consistency you can get the word out!

**Invent A Hashtag:** Most of your free marketing strategies will be done on social media. When your friends, followers, and supporters decide to share your content, you want to give them a hashtag to use that will lead new customers directly to you. This hashtag should either be your business name, your slogan, or both. It should be easily recognizable as being part of your brand.

**Guest Post For Free:** Many online companies allow guest posting on their social media and company blogs for cross promotion. Reach out to these companies to find out how you could do a guest post in exchange for your brand's inclusion on their sites or social media pages. We allow this at The Biz Hive. Reach out to us if this is something you're interested in: [info@thebizhive.org](mailto:info@thebizhive.org)

**Instagram/Facebook Ads:** Start with a daily budget of at least \$5, and create an ad on Instagram or Facebook. It allows you to keep track of impressions, clicks, and views. Track these analytics as you figure out what people are most interested in when it comes to your company.

**Volunteer Under Your Business Name:** The holidays are the perfect time to volunteer your time to service people in need. Non-profits will always promote your brand in exchange for your free service. Not only are you doing good in your community, but you're also networking and letting people know who you are outside of business.

**Reviews:** Customer reviews are always important to a business. Encourage your customers to post social media or YouTube reviews about their purchases using your hashtag. Their followers will be enticed to check you out since the review is coming from a trusted source.

**Start A Blog:** It might be hard to believe, but not everyone is on social media. Those that are not on social media are more than likely still using the internet in some way. A blog will allow you to reach these people by using SEO and Google Ad Words. Commit to posting at least once a week and see where it gets you.

**Email Lists:** Make contact with your email list at least once weekly. Let them know what your company has going on so that your brand remains fresh in their minds. If you have their email address it means that they either purchased something from you, or took the time to sign up for the list. These are your biggest supporters, and you should stay in contact with them as much as possible without becoming spammy.

**Brand Ambassadors/Interns:** High school and college students are always looking for ways to gain knowledge in business. Start a Brand Ambassador program to get them to promote your company to their peers. You could pay them in school credit or discount codes. They are almost always just happy to be involved.

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