

10 SMART Goals for Low-Budget Marketing Ideas for a Small Business



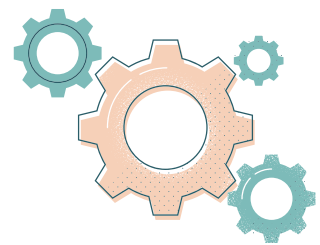
I will do 1 hour of cold-calling each day for 4 days a week.

I will put a list of 100 businesses together that can work well with my business in a cooperative style within 2 weeks. For example, if I am a caterer, who refers business to me or who can I refer business to?



I will take flyers or newsletters to distribute to 100 homes or businesses in my area every 2 months.

I will be active on social media by liking and commenting on other people's posts at least 30 times per week, and I will post at least 1 new post per day.



I will put a list together of all your past and present contacts and reach out to them once every 3 months to remind them of my services.



I will start an Excel database of all my clients and prospective clients to reach out to them once every 3 months.

I will send "thank you" cards to at least 2 individuals or businesses per month.

I will send holiday cards to all friends, acquaintances, clients, prospective clients, and business networks once a year.

I will put my business card or flyer in 5 local businesses or shops every month, such as coffee shops, nail salons, etc.

I will join at least 4 local organizations that are free to join where I can meet possible new clients or grow my network.