

Do-it-Yourself MARKETING



When you don't yet have an annual marketing budget, leverage the methods you can do yourself.

Email Marketing: Collect email addresses from your customers and prospects. Send out regular newsletters with updates, promotions and valuable content. Many email marketing tools offer free plans for small lists. *Doing so will nurture your leads!*

Networking: Attend local business events, join industry-related groups, and participate in online forums or social media groups where your target audience hangs out. Building relationships can lead to word-of-mouth referrals and collaborations. *Just be sure to have an engaging elevator pitch!*

Referral Marketing: Encourage satisfied customers to refer friends and family to your business. Offer incentives like discounts or rewards for referrals. *Leveraging existing customers is much less expensive than finding new clients!*

Local Marketing: Focus on your local community by sponsoring or participating in local events, partnering with nearby businesses, and getting listed on local directories and review platforms. *Be sure you have presence where your competitors are listed.*

Guerrilla Marketing: Think creatively and come up with unconventional, attention-grabbing marketing campaigns that don't require a large budget. This could include street art, flash mobs, or viral social media challenges. *Get creative thinkers you know to help you craft novel ideas.*

Customer Testimonials and Reviews: Encourage satisfied customers to leave positive reviews on platforms like Google, Yelp or social media. *These reviews can build trust and attract new customers.*

Influencer Marketing: Collaborate with local influencers or micro-influencers in your industry who may be willing to promote your product or service in exchange for freebies or a small fee.

Leverage Free Online Listings: List your business on Google My Business, Bing Places for Business, and other online directories to improve your online presence. *Doing so helps create valuable backlinks to help rank your website.*

Content Marketing: Write blog posts, create videos or produce podcasts related to your industry or niche. *Quality content can help establish you as an expert and drive organic traffic to your website.*

Collaborative Marketing: Partner with complementary businesses for joint marketing efforts, such as co-hosting events or *cross-promoting each other's products or services.*

Customer Loyalty Programs: Implement a simple loyalty program to reward repeat customers and encourage them to keep coming back.

Overwhelmed with marketing your business?

If you want to scale year-over-year, you'll need strategic marketing.

Reach out for support at **UpLevelC.com**