



The Voice of Your Customer

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10 Low Cost Ways to Market Your Business!

By Crystal L. Kendrick

One of the greatest challenges for small businesses is to effectively market their goods and services. Media campaigns can be very costly and do not typically have an immediate and direct impact to sales. While traditional advertising is most effective, here are a few ways to market your business that requires very little capital:

- 1) Upgrade your online yellow page listing to include website links, customer comments and priority rankings
- 2) Offer donations and purchase advertisements in journal books of non-profit fundraising events
- 3) Sponsor community and networking events attended by target audiences
- 4) Advertise in brochures of local entertainment events
- 5) Make financial donations to local charities
- 6) Distribute inexpensive promotional items when applicable
- 7) Join associations that recognize the scope of services and accomplishments of members in newsletters, email blasts, media programming and award ceremonies
- 8) Purchase group tickets to community events that offer recognition in journals, display boards and announcements
- 9) Partner with other organizations to purchase advertising that promotes a solution as opposed to a single service

Most small businesses will be able to take advantage of all of the recommendations. Others may need to be more selective based on your industry and/or available resources. Consistent and routine implementation of these strategies will surely yield additional market exposure and an increase in sales leads!

Crystal L. Kendrick is the President of The Voice of Your Customer, a consulting firm specializing in survey research, market assessments, business trainings and social marketing campaigns named the 2007 SCOMBC Emerging MBE of the Year. For more information, visit www.thevoiceofyourcustomer.com.



Do you offer EXCEPTIONAL customer experiences...or simply good products and services?