



The Voice of Your Customer

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8 Ways to Market Your Business for Free!

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 may require effort but very little capital:

- 1) List goods and services on your business card
- 2) Incorporate the company name in your email address
- 3) Offer a description of your company in your email signature
- 4) Ask your customers/suppliers to include information about your company on their websites, printed documentation and other media kit contents
- 5) Include customer/supplier comments on your Online Yellow Page Listing
- 6) Solicit speaking engagements to target audiences
- 7) Submit press releases, articles and Letters to Editors about trends in your industry to local media and industry journals
- 8) Take advantage of promotional opportunities offered by professional associations to include email blasts, newsletters, journals and display boards

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?