

5 Low-Cost Marketing Strategies

1 Creating Expert Content

Flex your expertise and inform others through blogs & infographics, running your own course or starting a podcast.

- Identify the aim of your content and ensure it matches your marketing goals
- Research what people are searching for online (try www.answerthepublic.com)

2 Build Your Email List

Re-engage existing customers and win over new ones

- Email marketing has the greatest return on investment of all channels, use it!
- Measure success through your open rates, click rates and unsubscribes

3 Master Social Media

Boost your credibility and reach through social media

- Get in the habit of posting consistently
- Embrace social proof by encouraging reviews and growing your presence

4 Expand Your Network

Find partners, share your expertise and stay up to date through networking events.

- Always offer value before asking favors
- Get your business card ready

5 Gain Visibility

The more often others see your brand's name, the more credible it will be.

- Comment on blogs and groups (in your niche)
- Apply for business awards
- Ask to be a guest on a Youtube channel or podcast
- Use community radio
- Encourage referrals