



TEN WAYS TO MARKET YOUR BUSINESS FOR FREE





Hi, I'm Lindsey Archibald (A.K.A the Digital Duchess).

I'm a broadcaster, digital writer, Internet marketer and author.

Each week I help businesses boost their profits by taking the mystery out of successful Internet marketing.

The advice I give is often simple, free or low cost. What I teach are proven Internet marketing methods used by the country's most successful companies.

Powerful marketing isn't rocket science and it doesn't have to cost you a fortune.

With my series of digital courses and guides that are available I will:

- **Help transform your online presence in free, easy steps**
- **Help your business thrive despite the competition**
- **Help you become a multi-level Internet marketer**
- **Help you get to grips with low cost ways to generate sales leads**
- **Help you make your marketing work when so many are getting it wrong**

www.digital-duchess.com

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10 Ways to Market Your Business for FREE

The majority of businesses use only one or maybe two ways to market their business.

Traditional advertising in newspapers and magazines is the favourite method of attracting new customers. But this is expensive and a lot of the time it doesn't really work.

I think the best kind of business marketing is **FREE**, or it will cost your business a fraction of the price you have probably been paying for with adverts in the media.

There are so many ways to get the word out there about your business.

Below are **10** ways that, if put into practice, will help transform your company and boost your profits:

Email Marketing

I'm still amazed at the amount of businesses that don't use email marketing. I think people think this kind of business marketing is too good to be true because it is free.

In order to be successful with email marketing you have to build up a list of email addresses from potential customers. To do this you will need an email marketing tool which sends out automated emails from you to your email list. One of the best on the market is AWeber. You can sign up for a FREE 30 day trial then it's just \$19 a month after that for this service to run your email campaigns.

So how do I build up my list of email addresses I hear you ask? Well, each time you are in contact with a customer or a potential customer then you have to ask them for their email address. Now, for many people they don't like handing over their email addresses so in order to get round that then you have to offer them something for free.

Here are some examples of what you could offer people:

- A **FREE** report
- A **FREE** eBook
- A **FREE** service

If you give something free of charge then customers will part with their email addresses. Email marketing is perfect for building a relationship with potential clients. Email your customers at least a few times a month. Don't bombard them with sales pitches though, offer them information that will help them. Hard selling will just make them unsubscribe from your email list. Make your emails simple and keep them friendly and personalised. Large amounts of money can be made from email marketing. Give it a go.

PR

Write a press release about your business and email it out to newspapers, magazines, radio, TV and websites. Producers and journalists are always on the lookout for good content to fill their broadcasts, newspapers and websites with.

But make sure what you have to say is interesting; otherwise it will go straight into the bin at the other end.

As a journalist myself I have been sent thousands of bad press releases over the years which I have just deleted from my inbox.

Your press release has to grab the journalist's attention.

Here is what makes a good press release:

- A catchy headline
- The first paragraph is crucial- make sure it will make the journalist want to read on
- Keep your press release to just one page of A4
- Include some quotes in your press release
- Attach any pictures you have to your email
- Proper contact details- you would be surprised how many press releases I get sent that don't even have a phone number on them

No matter what line of business you are in you will have information that will benefit people. Become an expert in your field by submitting regular press releases to the media.

If you don't think your story will appeal to a national TV and newspaper audience then please don't worry as there are so many local newspapers and TV channels that are always looking for ways to fill their shows, columns and news bulletins, so don't be afraid to get in touch with them.

PR can produce coverage that would normally cost you thousands of pounds if you were to pay for it.

Being featured in a publication or broadcast also gives your company more credibility and authority on your particular subject. So what are you waiting for? Get writing today!

Increase Your Prices

It sounds crazy to increase your prices but it works.

People don't buy products on price and if you seem a bit dearer than your competitors then that makes it seem like your products have more sustenance or quality. Test it out. Increase your prices by **10%** and see what happens.

By increasing your product's prices the instant difference on your bottom line will make happy viewing. Also, if you employ more marketing techniques then your business will get stronger so you can afford to put your prices up slightly.

I know there will be a few of you reading this thinking: '**How can I justify this to customers?**', well, you have to back up your higher prices with information on how your product or service will be worth the money, and how you pay for what you get in terms of great service and customer satisfaction from you.

Social Networking

If your business hasn't got a **Facebook** page or a **Twitter** account or **BOTH** then shame on you as you are missing out on some major cash.

You can't afford to be a digital dinosaur, you have to embrace the internet and all that social media has got to offer and get your business doing the business online, as there is so much money that can be made on the World Wide Web.

Social networking is **FREE** and it helps to build a relationship with your customers. Facebook and Twitter may seem complicated if you are not on them, but trust me they are simple to use.

Get online and set up a page today and start building up your business friends lists. Every day post a few messages on them. Again, give people **FREE** info and tips regarding whatever line of work you are in.

Also, don't be afraid to personalise messages on social media. Your customers are human and to build up a relationship you have to show them that you are human too. Once you establish trust with potential clients it will become easier to sell to them.

Joint Ventures

A wee while ago now a TV company I was working for went into administration and I was made redundant. So to make a bit of cash I launched a production company which consisted of a cameraman, a picture editor and myself, and I started contacting marketing companies to see if we could film corporate videos they were commissioned to make from their clients. All I did was make contact with them by phone or email, or in person and provided a sample of my work. Some responded to me, some didn't, but the best part was some actually **HIRED** my team and I.

The point I'm making is, your business has services or products that could mutually benefit other companies. Other companies have client lists you can get access to that would take you years to build up.

Do a deal with a company which allows them to make money by selling your service or product to their clients. If you are a wedding photographer then join up with a wedding videographer and sell a joint package to couples.

Set up a couple of joint ventures with other businesses and watch your profits soar. It's like having another sales team without you paying them. Aim to set up one joint venture a month and sit back and watch your business grow.

Make Changes to Your Website

So many people think that if they employ a web designer then that will automatically mean people will flock to their website and buy their products and services. Well that couldn't be further from the truth.

Spending thousands of pounds on a fantastic looking website will not guarantee your profits will soar. The majority of us go online to search for information and not to buy.

Your website has to be engaging and allow the 'surfer' the chance to interact with it. To make more from your website you will have to probably make some small alterations such as changing the headline, adding an email capture form or filling it with content that is relevant to your clients needs.

A few small, simple changes can boost your profits by more than 100%.

Referrals, reviews and testimonials

Ask your customers for referrals, reviews or testimonials.

It sounds simple but very few companies do it. If you have done a good job for your clients or sold them a great product that benefits their lives, then you shouldn't be scared to ask them to recommend you to friends, family, colleagues or clients.

How many hotels have you visited recently where at the end of your stay they ask you to review them on www.tripadvisor.co.uk How many

restaurants have you eaten in where at the end of your meal they ask you to say something nice about them on Just Eat?

You can also ask customers who have loved what you have done for them to write you a short testimonial that you can publish on your website or in your sales literature.

You just have to have some confidence and ask them. I have found a little persuasion also helps, such as something for them in return for a referral. This could be a free service for them, money off their next purchase, vouchers to spend or even commission.

Whatever it might be, give people an incentive to recommend your business to other people. For instance, I opened an account with a clothes store and they said to me that if I got a friend to sign up too then I would receive £50 to spend on my next visit. It's a brilliant way to boost business and a very under used strategy.

Pick Up the Phone

80% of your business comes from **20%** of your clients, so get on the phone and speak to your best customers or sales leads who you think will do business with you.

However, when you speak to them, whatever you do, do not hard sell as that will result in them rushing you off the phone, or in future getting the receptionist or assistant to tell you they are busy.

Instead, just have a normal conversation with them about how they are and how they are getting on with the product you sold them, or how they are finding the service you provided for them. Make them feel important.

Marketing is all about building relationships nowadays and getting people to trust you. Try and establish their needs and how you can help fulfil them. If you do this I guarantee you will get extra business out of it. You could even ask them for a referral.

Networking

I love networking and every event I have gone to I have always walked away with some amazing business contacts. If I were you I would make time in my business diary for a networking event every month. Just think of the new business that an event like that could provide you with.

Some events you may have to pay a fee to attend, but it's worth it. Search online for events in your local area and start networking.

There are also some good networking websites you can join such as LinkedIn.

Why not try a business breakfast every month? I also love attending seminars or conferences that usually have guest speakers who can provide you with some great information and tips regarding business.

And, as I mentioned, networking events are great for setting up joint ventures, and the more the merrier.

Upselling

If you go to McDonalds and ask for just a Big Mac, the person behind the counter will always ask you if you want to make it a meal deal. That is upselling because if you agree to buy the meal deal then you are paying them more money than you would have done by just buying the Big Mac. Supermarkets also upsell all the time. Buy one product, get another product half price.

If you sell a product or service then make sure you have another product or service you can also offer customers. If you don't have anything else to sell them then set up a joint venture with another company and offer one of their products.

Upselling can make a huge difference to your profits and it costs you absolutely nothing to ask your customer or client if they want to buy your other products too.

What can you offer your customers that they need? Get thinking and start upselling.



"Discover 70 Valuable Tips to Creating Irresistible Blog Posts, Articles, eBooks And Videos That People Will LOVE..."



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