

The Alliance *presents*

140

Marketing Ideas & Tips



Ideas, ideas, ideas!

Marketing creates the bridge from where your business currently is to the revenue your business needs to thrive. Here are some marketing ideas for you so you never have to wonder what to do in your marketing time.



The key is to pick 3-5 ideas that really resonate with you and do them consistently.

Remember to set aside at least 2 hours a day for marketing. Check off the ideas once you or your team completes them. Approach each one with an open heart and don't hold back. Enjoy impacting lives!

**- ERICKA, THE ALLIANCE FOUNDER,
AND THE ALLIANCE TEAM**

Hire a Marketing Project Manager to oversee specific marketing projects or produce specific results.

TheAllianceNet.com ● **IDEA 1**

Create a great freebie to give away on an opt-in page.

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IDEA 3

Send Happy Birthday cards for eList.

IDEA 4

Team up with another business to share marketing costs.

IDEA 5

Invest in ads that run for multiple months.
(i.e. online directories, magazine articles, journals, etc.)

IDEA 6

Create and give away T-Shirts, mugs, bags, etc.

IDEA 7

Thank customers with special offers.

IDEA 8

Throw a customer appreciation party.

IDEA 9 Give a gift to a customer or client.

IDEA 10

Follow up with past or recent customers.

IDEA 11

Keep a swipe/tickler file of marketing ideas and inspiration that have worked for you and other businesses.

IDEA 12 Ask suppliers/vendors for leads for potential clients.

IDEA 13

Join organizations that are comprised of your target market.

IDEA 14

Offer better deals than competitors.

IDEA 15 Offer seminars about products.

IDEA 16

Write sales letters and mail or use as email letters.

IDEA 17

Magazine advertisements

Focus on smaller niche market inside of your current target market.

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IDEA 19 Use direct mail for traditional mailed promotion pieces.

IDEA 20

Use scan ads - a small classified ad that is placed once with a member paper and appears in hundreds of newspapers in that state. Find through the state's newspaper association.

IDEA 21

Use the service organizations you belong to and send information to other members.

IDEA 22

Use banners and links to get noticed on the web.

IDEA 23

Put your website address everywhere.

IDEA 24

Share info weekly on local radio stations/television.

Register your website with several search engines.

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IDEA 26

Include guest book, tell a friend or freebie giveaway on your website.

IDEA 27

Update your website daily with new content to keep people coming back.

IDEA 28

Sponsor local sporting teams/schools.

IDEA 29

Make sure employees see your vision.

IDEA 30

Submit a press release to free or low cost press release sites.

IDEA 31

Create a tagline for your business.

IDEA 32

Publish your own blog and update it at least twice weekly.

IDEA 33

Publish regular printed newsletters for customers and clients.

IDEA 34

Always carry business cards and give them out and leave at venues your target market frequents.

Create annotations in your videos that share a freebie in exchange for their email.

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IDEA 35

Ask former customer “why they left your business” and make the changes.

IDEA 36

Offer simpler/cheaper/smaller versions of product services that are more affordable.

IDEA 38

Join an association/organization associated with your profession.

Get a marketing intern to assist with marketing.

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Write pitch letters with great ideas to local, regional and national media outlets.

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Respond to 25 social media posts in your feed (*a post is considered 4 or more words*).

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Research 10 new hashtags that your target market follows and **respond to at least 25 comments** per day.

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IDEA 43

Hire a marketing consultant to brainstorm with suggestions and other marketing ideas.

IDEA 44

Write testimonies from recent customers/clients.

IDEA 45

Start a marketing advisory and referral team.

IDEA 46

Create a suggestion box for customers or clients.

Pitch your business story and impact as a guest on relevant podcasts.

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IDEA 51 Create an annual award and publicize it.

Start a referral program to reward current customers or clients.

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IDEA 48

Give a regular client discount!

IDEA 49 Create or update your email signature.

IDEA 52 Publicize Your 100th Customer of The Year (*or other customer benchmark*).

IDEA 53

Purchase an email or mailing list for a trustworthy source with the same target market.

IDEA 54

Do a postcard mailing or direct email marketing promotion.

IDEA 55

Write a column for a local newspaper, business journal or trade publication.

IDEA 56

Publish a article and circulate reprints.

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IDEA 58

Appear on a radio or tv show, seminar panel, or webinar.

Run ads on the social media platform on which your target market frequents.

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IDEA 60

Add a page to your website with relevant information for your target. customers/clients.

IDEA 61

Get a publicity photo taken and enclose it with press releases on your website.

IDEA 62

Create a press kit and keep it contents current. Send the link out to potential clients.

IDEA 63

Participate in a course bundle with other creators or offer one of your own.

IDEA 64

Send consistent text (sms) messages to your clients and potential customers. Offer discount if they sign up for your sms list..

Hold free seminars or workshops at your office or virtually for potential clients.

IDEA 65

Send handwritten "thank you" notes.

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IDEA 67 Send birthday cards to customers/clients.

IDEA 68

Photocopy interesting articles and send them/email to clients and prospects.

IDEA 69

Send a book of interests or other appropriate business gifts to clients.

IDEA 70 Join chamber of commerce or other organizations.

IDEA 71

Join or organize a breakfast club with professionals (not in your field) to discuss business.

IDEA 72

Mail a brochure to members of organizations to which you belong.

IDEA 73 Serve on your city board or the city commission of professional organizations.

IDEA 74

Hold an open house at your business.

IDEA 75

Send letters to clients after you attend a conference or give a talk.

IDEA 76

Research and purchase memorable and search-engine friendly domain names for your product or service.

IDEA 77

Promote business jointly with other professionals via cooperative email or direct mail.

IDEA 78 Advertise in a specialty online directory.

IDEA 79 Register as a Historically Underutilized Business (HUB) at your state level.

IDEA 80

Write an ad in another language to capture your “non-english” market.

IDEA 81 Place ads in local newspapers, online networks & websites.



IDEA 82 Track your marketing results and repeat what works.

IDEA 83

Improve on Building signage and directional signs inside and out.

IDEA 84

Invest in a neon sign to make your office/storefront window visible.

IDEA 85

Create new or improved company logo or re-color traditional logo.

Sponsor or host an event with a non-profit that your business would like to help.

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IDEA 87 Get a Booth at Fair/Trade Show.

IDEA 88

Give a speech or volunteer for a career day.

IDEA 89

Teach a class or seminar at a local College or Adult Education Center (online or in person).

IDEA 90 Sponsor an Adopt-a-Road area.

IDEA 91 Donate products/service at a charity auction or event.



Include testimonials from customers in your literature and on your website.

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Submit tip articles to newsletters, online article, linked-in, sites and newspapers.

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Send out coupon codes, sales and discounted specials on a weekly basis.

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Appear on a panel or give a talk at a professional seminar.

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IDEA 96

Write a “How to” pamphlet, checklist or eBook as a freebie with an opt-in page.

IDEA 97

Produce a “How to” video and distribute online (Youtube or Vimeo).

IDEA 98 Display a product/service samples at your office or other business locations.

IDEA 99

Display product or service samples at your office or other business locations.

IDEA 100

Post great images of your products in social media marketplaces.

IDEA 101

Publish a book.

Set up an affiliate or ambassador program.

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IDEA 102

Follow up weekly with at least two former customers or clients to gain their services.

IDEA 103

Give discounts for cash or up-front payment.

IDEA 104

Offer financing or installment plans.



IDEA 106

Create a personal nametag or pin with your company logo.

IDEA 108

Group your Facebook Contacts and set up a FB event in your personal page and invite target group members.

IDEA 109

Use SEO on all of your webpages, blog entries and social networking posts so you are using keywords your target market is already using.

IDEA 111

Create an opt-in page that gives your freebie away for target market's contact info.

IDEA 107

Join target market groups in Linked-in and invite group members into your network. Export contacts and send a freebie to get them on your E-List.

Transcribe your YouTube videos

and add it to the description to increase SEO (Search Engine Optimization).

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IDEA 112

Create a product launch timeline and marketing plan for each of your product launches.

IDEA 113 Create landing pages for each of your programs, products and events. Share them on social media, with value-added content.

IDEA 114

Record and share mini-video teachings that you share on your blog, social networking, etc.

IDEA 115

Write an article on your topic and share on article directory sites.

IDEA 116

Register your blog on blog directories.

IDEA 117

Register your blog on bookmarking sites.

IDEA 118

Set-up a voice blast to your opt-in list using voiceblaze.com.

IDEA 119

Post all events on your webpage sidebar, upcoming events pages.

Pick up the phone and call one new contact per day.

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IDEA 120 Find 3 key forums that your target market visits and make weekly posts.

IDEA 121

Visit blogs and social media groups that your target market frequents and leave value-added comments.

IDEA 123 Share great articles with your target market via email marketing, especially your how-to articles.

IDEA 124 Record weekly pod-casts/audio teachings.

IDEA 126 Take great pictures of your live events, add your logo and share across social networks, your website, etc. Tag those in the photos.

IDEA 127 Create 1 – 2 min “how-to” video clips and share across social media platforms

IDEA 129 Start an online blog talk radio show, record episodes and list in iTunes, list on social networks, etc.

IDEA 131 Start your own social network for your industry or target market.

IDEA 133 Use social media DMs to introduce yourself, products & services to potential customers & clients.

Set up a 6-part auto-responder for every visitor, program, event and resource in your system.

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IDEA 128 Run quarterly contests and giveaways.

IDEA 130 Start a text message membership list with daily or weekly added value sharing.

IDEA 132
Host a free monthly tele-class sharing the “What and Why” of what you do, along with 1 or 2 powerful “How’s.”

IDEA 134 Promote your products and services to Podcast Hosts for exposure.

Create a short video
(15 second - 1 minute)
using free inspirational
quotes and share with
your target market.

TheAllianceNet.com ● **IDEA 135**

**Create a list of potential
micro-influencers** (those with less
than 1000) social media followers who
represent your target market and ask
for shout-outs about your products
and services in exchange for them
receiving free services or products.

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IDEA 137

Barter your services with a
marketing specialist to help
increase your social media
followers, eList subscribers
or other marketing
numbers increase.

IDEA 138

Research another person
in a different
product/service category
that targets the same
target market. Do an
eblast exchange to each
other's lists (*their list
should have the same
number of subscribers as
yours to make it fair for
both of you*).

IDEA 139 Add your opt-in as
a pop-up on your website.

■ **Don't forget good 'ole prospecting.** Pick up the phone and make 10-25 calls to potential clients every day.

TheAllianceNet.com ● **IDEA 140**



That's the end of the list!

And the beginning of unleashing your marketing brilliance. Now, get out there and make it rain!

- ERICKA AND THE ALLIANCE TEAM