

50 Things You Can Do To Market Your Company by Randy Gunter

Advertising

- Print advertising — newspaper, magazines
- Television — despite all the doomsayers, TV still works
- Radio — can you use weekends and evenings?
- Billboards
- Direct marketing — mail or even drop off something direct

Social Media

- Build a [Facebook](#) and/or [Twitter](#) page (read our article!)
- Create a [LinkedIn](#) profile
- Be an expert — join LinkedIn groups and answer questions
- Advertise on Facebook
- Use LinkedIn to get introduced to someone

Web

- Have a good website
- Blog — write and update a blog
- Viral video — it's tough, but when it works, it's good
- Sell on [eBay](#) (yes, this can be a tool to promote your business)
- [YouTube](#) — post your company videos on YouTube

Guerilla Marketing

- Stage an event — be careful, don't do anything stupid
- Do something on location, build a dog house out front

Sponsorships

- Help a non-profit (and publicize it)

Public Relations

- Send out press kits to get feature stories
- Send out “announcements” — new hires, certifications, awards, etc.
- Send letters to editors (share your expertise on current issues)
- Be an expert — get quoted in articles (let writers/editors know you are out there)
- Write articles for other publications/websites

Trade Shows

- Have a booth
- Be a sponsor
- Sponsor a reception for attendees (either public or private)
- Walk the show (as an attendee)

Stay in front of your clients/prospects

- Newsletter (either traditional or electronic)
- Create an annual report (even though you don't legally have to, create one anyway)

Events

- Have a party! (Have a Halloween party)
- Invite client/prospect to lunch, golf, etc.

Holiday

- Send out something fun/special at holidays (and don't just think Christmas)

Sandwich boards

- Dress someone up and put them out on the street (Uncle Sam before the 4th of July?)

Give-Away samples

- Walk into a business and give away samples

Seminars

- Give a seminar

Join a group

- Join an industry or business group (Chamber) and attend events
- Volunteer for committees (this is when you actually meet people)

Write

- Not an email, but a letter
- Write an article

Create quality collateral materials

- Send out a quality brochure, DVD, catalog, etc.

Put up a sign

- On your location, if you already have one – change it somehow (even if just temporary)

Give-aways

- Do something different — tin sign, tickets to a concert, etc.
- Do something useful — okay, it's not anything ground breaking, but I've seen my coffee mugs used lots of places

Change your on-hold message

- Make your on-hold messages entertaining — hire a comedian

Make a personal connection

- Talk to someone on the phone
- Send an email
- Ask for a referral