

# Marketing on a shoestring

## Paul Wilkins Azzurro Marketing



# Marketing on a shoestring

## 21 low cost ways to market your business



## 21 ways to market your business

### 1. Create a powerful business website

Your site is the touchstone of your online presence.

## 21 ways to market your business

1. Create a powerful business website

Use a cloud-based web development platform like Wix to build your site.



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## 21 ways to market your business

Make sure it's Mobile Optimised!





## 21 ways to market your business

2. Submit your website's URL to search engines



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This will help you improve SEO and rank better on search engine results.



## 21 ways to market your business

3. Post amazing content on your blog



Be sure to regularly post content that meets the needs and interests of your audience.



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### 4. Create a 'Google My Business' account



Google My Business

This will make sure your business is not only visible on search, but on Google Maps and Google+ as well.



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# 21 ways to market your business

Azzurro Marketing

<https://www.azzurromarketing.co.uk/> ▼

azzurro marketing,design essex,marketing essex,creative marketing,strategic ... how to get more customers by setting a realistic marketing plan and strategy.

## Contact

Design House, 19 Retreat Road,  
Hockley, Essex, SS5 4BU. T ...

[More results from azzurromarketing.co.uk »](http://azzurromarketing.co.uk)

## Blog

Facebook is ramping up its video offering as a stronger rival to ...

Azzurro, Hockley | Marketing & Advertising Consultants - Yell

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Find **Azzurro** in Hockley, SS5 and get contact details, videos, photos, and map directions. Search for local **Marketing & Advertising Consultants** near you on Yell.

[Azzurro Marketing - Marketing Company in Hockley \(UK\) - FreeIndex](#)

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22 Jan 2012 - You've just found a marketing agency that's refreshingly different.

Azzurro Marketing - Marketing Consultants in Hockley SS5 4BU - 192 ...

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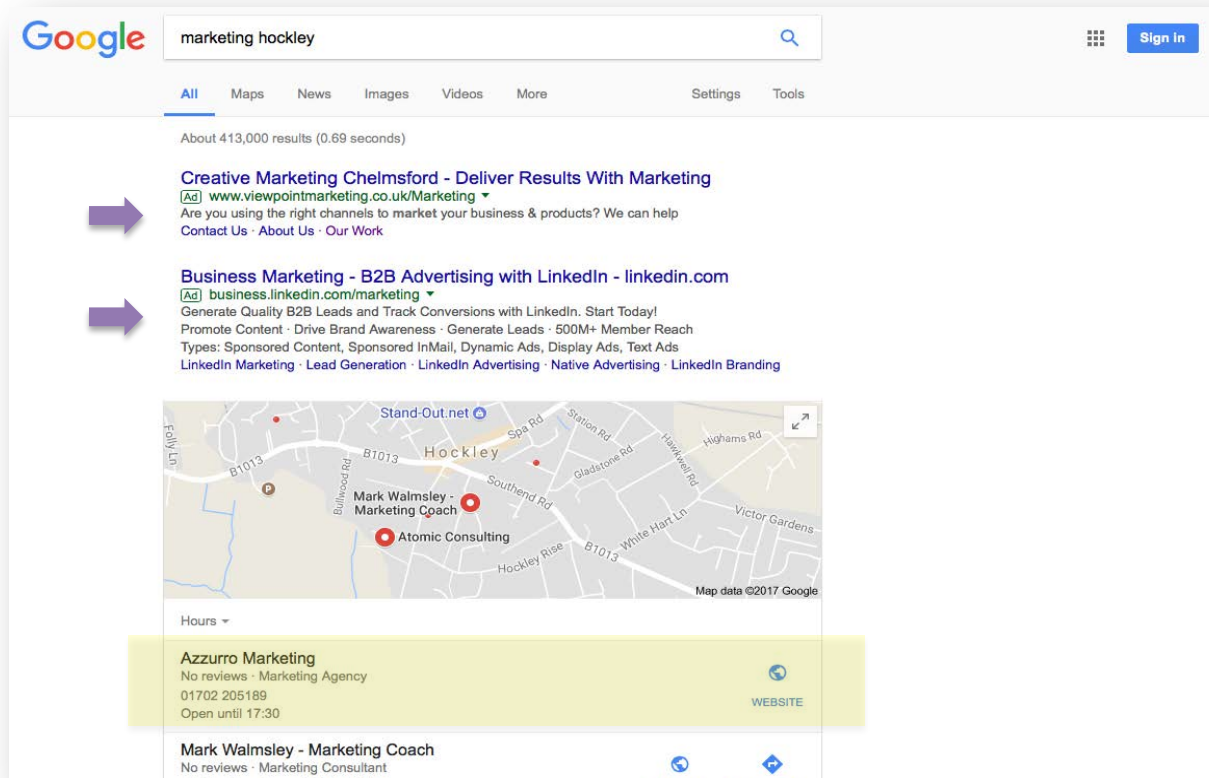
[directory.essexlive.news/company/437706424598528](http://directory.essexlive.news/company/437706424598528)

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## 21 ways to market your business



## 21 ways to market your business

### 5. Build a free (or cheap) email list





## 21 ways to market your business

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Every business owner should have an email list!



MailChimp is free!



## 21 ways to market your business

### 6. Offer a free consultation meeting

Get the conversation going by offering a one-off meeting, no strings attached.

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## 21 ways to market your business

Improve your  
branding  
**NOW**

### FREE BRAND AUDIT

Do you want to know how to build your brand?  
Contact us and we will arrange for you to meet one of  
our branding experts who will show you, without cost or  
obligation, how to build your brand.  
**Hurry, its a limited offer!**

Register today for your free, no  
obligation, Brand Audit.

**Yes please, help me brand to success**



## 21 ways to market your business

7. Send press releases about news and events

Create a compelling story and send it to multiple PR submission sites.



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[www.enewswire.co.uk/submit-press-release](http://www.enewswire.co.uk/submit-press-release)

[www.prfire.co.uk](http://www.prfire.co.uk)

[www.pressbox.co.uk](http://www.pressbox.co.uk)

[www.prlog.org](http://www.prlog.org)

[www.pressat.co.uk](http://www.pressat.co.uk)

[www.free-press-release-center.info](http://www.free-press-release-center.info)





## 21 ways to market your business

8. Give a talk in a professional conference/seminar

Sharing your expertise with a live audience is a superb way to market yourself.



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## 21 ways to market your business

Don't be put off...



## 21 ways to market your business

9. Ask happy clients to share their experience on their social channels



What satisfied clients say about you will always sound far more convincing than what you say about yourself.



## 21 ways to market your business

### 10. Write guest posts on relevant blogs



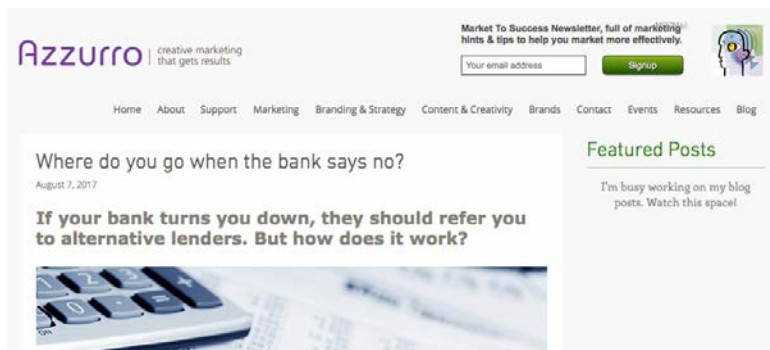
You can reach a broader audience by publishing your posts on blogs that already have a large readership.

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## 21 ways to market your business

### 11. Comment on blog posts

It can be a great way to get noticed by both the blog owners and their visitors.





## 21 ways to market your business

12. Become a valued member of other people's communities (OPC's)

Join Facebook and LinkedIn groups in your industry and offer valuable advice and information.





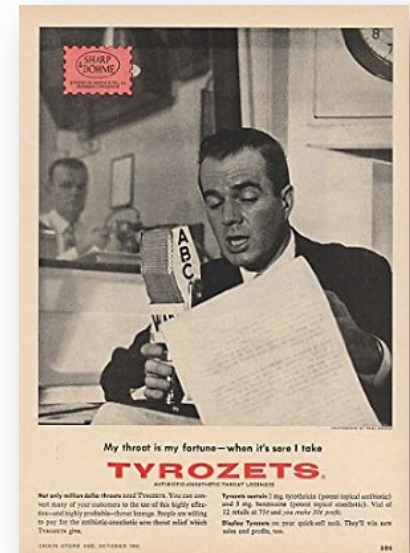
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## 21 ways to market your business

### 13. Contribute an article to an Industry magazine

Advertising in trade magazines can cost £1000s. But contributing an article?

Absolutely free.



## 21 ways to market your business

### 14. Attend local networking events

Check out local business events on Meetup, Eventbrite, or see what events your local Chamber of Trade or small business association is hosting.



## 21 ways to market your business

15. List your business with online directories

If you are a local business, consider adding your business to listing sites.



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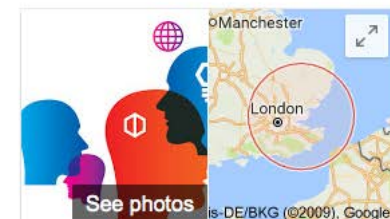
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### Azzurro Marketing

[Website](#)

Marketing agency in Hockley, England

**Address:** Hockley

**Hours:** **Closed now** ▼

**Phone:** 01702 205189

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[www.freeindex.co.uk](http://www.freeindex.co.uk)

<http://directory.essexlive.news>

[www.thomsonlocal.com](http://www.thomsonlocal.com)

[www.yell.com/free-listing](http://www.yell.com/free-listing)

[www.192.com/businesses/yourbusiness](http://www.192.com/businesses/yourbusiness)

[www.businessmagnet.co.uk](http://www.businessmagnet.co.uk)

[www.searchme4.co.uk](http://www.searchme4.co.uk)





## 21 ways to market your business

### 16. Use a branded email signature

Adding a logo and the link to your website will increase your branding as a serious professional.

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Regards.

Paul

**Azzurro** | creative marketing  
that gets results

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## 21 ways to market your business

### 17. Create eye-catching business cards



## 21 ways to market your business

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A person's **first**  
**impression** will  
influence their **overall**  
**opinion** of you





# Marketing on a shoestring

## 21 ways to market your business

18. Follow-up with past clients

# FOLLOW UP





## 21 ways to market your business

19. Establish yourself as an expert with a video blog



# Marketing on a shoestring

## 21 ways to market your business

19. Establish yourself as an expert with a video blog



## 21 ways to market your business

20. Offer free info/product on  
your website & social media



# Marketing on a shoestring

## 21 ways to market your business



## 21 ways to market your business

21. Take advantage of Facebook and Google's free ad credits





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## 21 ways to market your business



# Marketing on a shoestring

## 21 ways to market your business

Don't forget Linked In



A close-up photograph of white puzzle pieces. One piece in the center is missing, revealing a blue cross shape underneath.

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My simple business mantra:

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## 21 ways to market your business

GO THE EXTRA MILE.  
IT'S NEVER  
(ROWDED



A close-up photograph of white puzzle pieces. One piece in the center is missing, revealing a blue cross shape underneath.

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## Thank You

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