

HOW TO MARKET WITH A \$0 BUDGET

Here are some quick tips to help you market your business with little to no cost.

LEVERAGE SOCIAL MEDIA

Use your social media accounts to engage with potential leads and customers.



Amplify your content, engage with your audience, and draw leads to your website.

Tip: Don't be spammy, but offer real solutions.

ASK FOR REFERRALS

Reach out to current/past customers and simply ask.



Be direct and don't worry about appearing pushy... People won't give referrals unless you deserve them.

Tip: Make it personal ...don't blast ALL your contacts!

UTILIZE ONLINE COMMUNITIES

Find places where people post about problems that your services can solve:



craigslist



Examples: Reddit, Craigslist, Facebook Groups, Niche Forums...

Tip: Don't come selling, instead, share your knowledge!

NETWORKING

Leverage the audience reach of other industry leaders.



Networking can help you to expand your reach into all the above areas as you begin to leverage the reach of others.

Tip: Networking can take time...be patient and consistent!