

25 Things to Kick Start Your Marketing - NOW!

Things to implement right NOW to get your marketing on track!

By Cheryl K. Callighan, MVA, Coach/Mentor
eOffice-Virtual Assistants LLC
University of Virtual Assistants

Introduction –

Do you market your business consistently? I'll bet not. You know how it goes, you market and market until you've got more business than you need. Once your schedule is filled with new clients and their projects marketing is the first thing to go on the backburner.

Then, in a month or two you find your calendar sparse and you crank up the marketing machine again. What if you consistently took one action a day or a week to market your business even in the busy times? You could keep a steady stream of prospects in your pipeline so perhaps you wouldn't have to use the old roller coaster marketing strategies (the ups and downs) when you need work.

Below is a list of 25 things you can do today, tomorrow, this week, next week and even for a couple of months to keep the marketing ball rolling along. Pick 3 to 4 things to start with right now if you need immediate results, but if you're looking for a consistent strategy, pick 4-5 things you can each and every week/month to keep those prospects flowing into your pipeline.

25 things you can do right now to kick-start your marketing!

In your office –

1. Review membership directories.
2. Actively maintain your contact database by adding contacts that contact you via email. Don't forget to add those people who contact you via phone or snail mail too.
3. Find a list broker and purchase a list.
4. Read electronic newsletters from associations you belong to and see who's getting promoted or moving on.
5. Read the local business section of your newspaper to see who's who and what's what in your community.
6. Create a survey for your target market and offer to share the results with everyone who completes your survey.
7. Write articles for local newspapers or periodicals.

On the Web –

8. Use the search engines to research your target market.
9. Explore online directories.
10. Subscribe to business directories such as Dun and Bradstreet, Hoover's Standard and Poor's, Thomas Register. All offer online directories; some free others for a fee.
11. Offer a bonus on your website to entice to subscribe to your newsletter or register.
12. Publish an e-zine or blog. Chances are if people like what you write they will forward it others to read.
13. Publish articles online. Submit your articles to e-zines or sites your target market reads. Make sure your bio offers readers a free gift for visiting your website.
14. Post to message boards, answer questions aimed at your niche market. Always include your signature block so people can contact you.
15. Create podcasts and post your regular podcasts to a podcast directory.
16. Offer free tele-seminars on your product or service, record and post to a podcast directory or offer the audio for free download on your website.

Out in the World –

17. Libraries may have the business lists you can't afford. Ask your librarian for assistance.
18. Attend networking events. Make it a goal to collect X number of business cards at each one. Make sure you add these to your prospect database ASAP.

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19. Join a regular networking/referral group such as LEADS or BNI (Business Networking International) or your local chamber of commerce.
20. Canvass on foot. Visit office buildings or industrial parks and collect information about the tenants.
21. Sponsor a contest. Ask people to enter a drawing for valuable prizes and publish the results.
22. Exchange lists with a colleague or an associate. Trade contacts with someone who shares your niche market.
23. Offer rewards for referrals. Create an affiliate program, pay referral fees or give discounts on future services. All of these can be incentives for others to refer prospects your way.
24. Offer to give a presentation at a networking event or meeting about your product or service or maybe offer some tips on choosing your product and service.
25. Never miss a chance to hand out or leave a business card with someone. At a restraint leave your card on the table, at the dry cleaners or repair shop leave your business card for "contact" information.