

Advertising & Marketing Techniques

Advertising Agencies & design studios
Advertising Media – don't forget Powerpoint presentations
Advertorials – local newspapers and free newspapers
Articles – magazines, newspapers, newsletters
Awards – create your own or participate in one
Balloons and Blimps – create attention with ordinary ones
Barter & contra deals can get you noticed
Billboards – on the street outside your premises as well
Board of Directors – get ideas from others
Brochures – it's what you offer and where you distribute it
Budgets – setting them helps save dollars and keep more profits
Bulletin Boards – local markets and other shops
Bundling (Piggybacking) – join with another trader or service
Bus Shelters – effective in the local area near your premises
Business Cards – think how many people you meet outside
Business Meals – a great way to influence suppliers/buyers
Catalogues – can be about everything or just one line
Charities – builds support for you from the community
Confirmation Calls – follow up is critical to success
Contests – best idea, sign, Easter, Xmas – there's tons
Co-Op Advertising – ask your suppliers it can save you \$\$
Co-Op Referral Lists – Swap names with other local traders
Coupons – Your own or join a group
Cross Promotions (Joint Venture marketing) Buy yours get mine
Customer Appreciation Programs – make them feel special
Customer of the Month (Year) – Build special feeling
Customer Service – be the best not almost the best
Customer Surveys – ask how you're doing, then make it better
Demonstrations – stops people – get a supplier in to do it
Direct Mail – small group or area cover or whole region
Direct Response Advertisements – ask for a response or order
Directories – most of us use them – local ones are a must
Displays – make your place look and feel great
Door Hangers – great way to promote piggyback products
Expanded Business Hours – open when the clients want you

Fairs and Exhibitions – great way to showcase your expertise
Flyers – Tell them about your products, services and expertise
Free Tests or Instruction – great way to get new clients
Gift Certificates – for loyal clients and birthdays and Xmas
Give Aways – Supplier freebies and old stock Buy 1 get X for \$0
Grand Opening – Birthday, Baby, or any reasonable excuse
Guarantees – Believe in your service & put guarantee it
Help Lines – offer one out of normal hours – pay someone
Host or Hostess – show new clients or old ones around
Image – Look at your business through a new client's eyes
Incentives – Offer something different for loyalty
Inserts – newsletters, newspapers or post office boxes
In-service Training – Offer training and earn dollars
Interns – Investigate training wages and opportunities
Lead Boxes – Put a box out for suggestions too
Letterbox drops – pick a street, area or suburb or region
Leads Clubs – why not start one with other traders
Letters to the Editor – express a business opinion
Leveraging – sell off other products - Mac-ers "fries or drink"
Mailing Lists – extremely important tool to grow business
Market Research – Ask your customers and surrounding area
New Business Requests – Ask, write or phone to get a referral
Newsletter – Communicate your strengths and products
Novelty Items – Have some fun with customers
Off Pricing – Reduce that unsold inventory
One-Minute Messages – on the phone or as part of a phone call
Packaging – have your own carry bag – paper or plastic
Per Inquiry or Per Order Advertising – send with all deliveries
Phone Hold Messages – Get it done professionally
Piggybacking – this goes with that in your business – so offer it
Positioning – Physical as well as overall – how are you viewed
Premiums – Offer something special to differentiate yourself
Press Release Top 10 Topics – ensure that you're in the news
Price Competitively – shop the opposition & don't lose out

Promotional items – Pens, notepads & baseball hats are popular
Public Service Announcements (PSAs) – Become the expert
Quality – never compromise – you notice so do your customers
Radio Programs – Chat shows and local FM – be an expert
Rebates/Refunds – Buy 2 get 1 free is better than 33% off
Recall/Reactivation Programs – Check out your filing cabinet
Referrals – Ask for them in writing or by word of mouth
Reprints – If it's good – brag about it and give away copies
Roving billboards – buses & taxis – good for area coverage
Sales Letters – Strong link to future purchasing
Sampling – trial new ideas, products or services with clients
Searchlight – look for new ideas, products or services overseas
Seminars, Speeches and Workshops – be the expert
Serial Appointments – maximise your time out of the office
Shelf Wobblers – great attention getters – have a special offer too
Shop The Competition – what are they offering better than you
Signage – make it clean, crisp and able to be seen easily
Sponsorships – can be for just a percentage or annual

Stamps – and coupons to build repeat sales
Stuffers – “freebies” from your suppliers – Xmas treats
Tag Lines – Have a saying that people can identify with
Take-One Displays – get some freebies from your suppliers
Telemarketing – get on the phone and make appointments
Testimonials – Ask satisfied customers and show new ones
Tracking – It costs more to get a new customer than to keep one
Trade Shows – show off your expertise and industry savvy
T-Shirts and Clothing – see your name on everyone's backs
Unique Sales proposition (USP) – what makes you different
Value-Added Service – Show that you are different
Vendor Support Programs (see Co-Op Advertising)
Visual Survey – Are you doing well, not so well, badly & fix it
Volunteer – get some interested people to help sometimes
Welcome Wagon – have a plan to welcome a new customer
Word of Mouth – reward referrals with a treat or coupon or
Writing – be an expert write for newsletters or magazines
Yellow pages and other directories – critical for trades & services