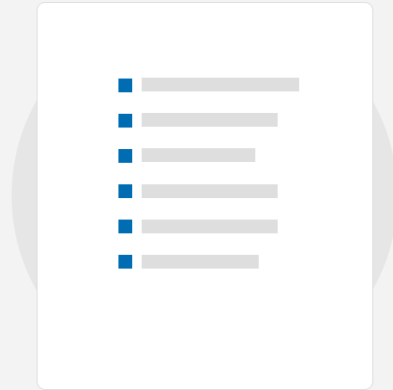


40 Marketing Ideas For Your Business



Basics + old school marketing

- ☐ 1. Conduct a competitor analysis to lay out your position in your market
- ☐ 2. Narrow your niche + create a customer avatar
- ☐ 3. Cold email potential clients
- ☐ 4. Develop a referral program and share it with past clients
- ☐ 5. Create a strategic website that works for you 24/7
- ☐ 6. Ask for testimonials then share them on your website + social media accounts
- ☐ 7. Send past clients thoughtful gifts
- ☐ 8. Leave flyers about your products and services at local coffee shops

Community + collaboration

- ☐ 9. Host (or co-host) a webinar
- ☐ 10. Guest post on an influential blog
- ☐ 11. Cross-promote with a biz bestie
- ☐ 12. Make sure you're seen! Comment on other's blog posts, Instagram feeds + Facebook group questions
- ☐ 13. Find a non-competitor with similar clients and team up on a collaboration
- ☐ 14. Ask a leader in your industry if they'll refer their waitlist to you
- ☐ 15. Find discussion threads on something relevant to your business then use your expertise to solve a problem and show

your value

- ☐ 16. Host a workshop or in-person event

Social media marketing

- ☐ 17. Focus on 1-2 social media platforms and develop a solid strategy for them
- ☐ 18. Create a business page for on Facebook
- ☐ 19. List your business as your workplace on your personal Facebook page
- ☐ 20. Join Facebook groups and answer questions
- ☐ 21. Promote other people's content on Twitter
- ☐ 22. Look for questions directed at your industry on Twitter
- ☐ 23. Edit your Pinterest boards so they're specific to your niche
- ☐ 24. Create Pinterest infographics related to your services, products and email opt-ins, then link to relevant pages on your website

Content marketing

- ☐ 25. Create blog posts of lists or how-to's specific to your niche
- ☐ 26. Create a "101" guide for newbies in your industry
- ☐ 27. Offer free content upgrades + resources
- ☐ 28. Send out weekly emails
- ☐ 29. Film a quick video explaining your services or frequently asked questions
- ☐ 30. Give a behind the scenes peek of your process
- ☐ 31. Show or talk about a work in progress
- ☐ 32. Think about your visuals - use them in a way that makes your content more digestible and easily absorbed

Promotional marketing

- ☐ 33. Use the content you create and make versions of it that can be shared across all platforms you're on
- ☐ 34. Host a challenge
- ☐ 35. Create bundled versions of your products + services
- ☐ 36. Hold a flash sale or pay-what-you-can for a product or service
- ☐ 37. Make sure you have promotional materials (i.e., business cards) on you at all times
- ☐ 38. Host a giveaway
- ☐ 39. Give out exclusive offers to your email list or people who share your content
- ☐ 40. Create a hashtag that people can use for a chance to have their photo or content shared by you

