30 Great Marketing Ideas to Increase Sales for Your Small Business



- [ ] 1. SET DAILY GOALS & MAKE SURE TO INVOLVE YOUR ENTIRE TEAM DAILY
- [ ] 2. C0-MARKET WITH NON-COMPETING BUSINESS WITH SIMILAR CLIENTS
- [ ] 3. SEND WEEKLY EMAILS TO CLIENTS & PROSPECTS
- [ ] 4. CREATE BUNDLED PRODUCTS OR BUNDLED SERVICES VS. ONLY INDIVIDUAL CHOICES
- [ ] 5. GET & PROMOTE CUSTOMER REVIEWS
- [ ] 6. NARROW YOUR NICHE TO FOCUS BETTER (YES)
- [ ] 7. INCREASE WORD-OF-MOUTH ADVERTISING
- [ ] 8. SET SPECIFIC EXCLUSIVE OFFERS (MILITARY, STUDENT, ANIMAL OWNERS...)
- [ ] 9. DESIGN SPECIFIC REFERRAL PROGRAMS
- [ ] 10. ASK FOR A REFERRAL IMMEDIATELY AFTER DELIVERING GREAT RESULTS
- [ ] 11. ALWAYS CARRY COMPANY INFORMATION
- [ ] 12. OVER-CORRECT MISTAKES
- [ ] 13. RUN OR SPONSOR LOCAL EVENT FOR YOUR COMMUNITY
- [ ] 14. TAKE A CHANCE & SHOW UP/MARKET SOMEWHERE DIFFERENT THAN COMPETITORS
- [ ] 15. PUBLIC SPEAKING AT LIBRARIES, SCHOOLS & EVENTS
- [ ] 16. GET PUBLISHED LOCALLY, EBOOKS & MEDIA
- [ ] 17. TRACK ROI FOR ALL MARKETING STRATEGIES & CONSTANTLY REDUCE UNDERPERFORMING STRATEGIES & INVEST IN BEST PERFORMING WEEKLY

- [ ] 18. OVER SERVICE EXISTING CUSTOMERS
- [ ] 19. CROSS PROMOTE WITH OTHER BUSINESS OWNERS
- [ ] 20. FOCUS ON STRENGTHS & OUTSOURCE WEAKNESSES
- [ ] 21. TAKE IMPERFECT ACTION VS. PERFECT INACTION DAILY
- [ ] 22. GET FOUND IN LOCAL DIRECTORIES
- [ ] 23. PARTNER WITH INFLUENCERS IN YOUR AREA OR MARKET
- [ ] 24. BE EVERYWHERE NETWORKING
- [ ] 25. INCREASE PRICES
- [ ] 26. CREATE AN ADD-ON ITEM/SERVICE TO OFFER CUSTOMERS AT PURCHASE TIME
- [ ] 27. SEND SURPRISES TO YOUR BEST CUSTOMERS
- [ ] 28. CREATE NEW PRODUCTS OR SERVICES TO OFFER EXISTING CUSTOMERS
- [ ] 29. MAKE CONTACTING YOU OVERLY SIMPLE
- [ ] 30. CALL PAST PROSPECTS & SURVEY HOW YOU COULD HAVE MADE THE PROCESS EASIER

Make and Share Free Checklists
checkli.com