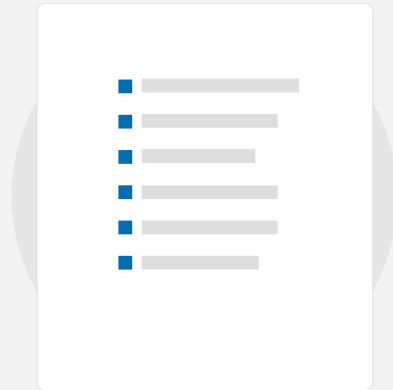


30 Great Marketing Ideas to Increase Sales for Your Small Business



- ☐ 1. SET DAILY GOALS & MAKE SURE TO INVOLVE YOUR ENTIRE TEAM DAILY
- ☐ 2. CO-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 PAST YEAR BETTER

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