

# Marketing on a shoestring

**Paul Wilkins**  
**Azzurro Marketing**

# Marketing on a shoestring

## 30 low cost ways to market your business



## 30 ways to market your business

### 1. Create a powerful business website

Your site is the touchstone of your online presence.

## 30 ways to market your business

1. Create a powerful business website

Use a cloud-based web development platform like Wix to build your site.



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# 30 ways to market your business

Make sure it's Mobile Optimised!





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## 30 ways to market your business

2. Submit your website's URL to search engines



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## 30 ways to market your business

This will help you improve SEO and rank better on search engine results.



## 30 ways to market your business

3. Post amazing content on your blog



Be sure to regularly post content that meets the needs and interests of your audience.



## 30 ways to market your business

### 4. Create a 'Google My Business' account



Google My Business

This will make sure your business is not only visible on search, but on Google Maps and Google+ as well.



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## 30 ways to market your business

### Azzurro Marketing

<https://www.azzurromarketing.co.uk/> ▼

azzurro marketing, design essex, marketing essex, creative marketing, strategic ... how to get more customers by setting a realistic marketing plan and strategy.

#### Contact

Design House, 19 Retreat Road,  
Hockley, Essex, SS5 4BU. T ...

[More results from azzurromarketing.co.uk »](#)

#### Blog

Facebook is ramping up its video offering as a stronger rival to ...

### Azzurro, Hockley | Marketing & Advertising Consultants - Yell

<https://www.yell.com> > Hockley > Marketing & Advertising Consultants ▼

Find **Azzurro** in Hockley, SS5 and get contact details, videos, photos, and map directions. Search for local **Marketing & Advertising Consultants** near you on Yell.

### Azzurro Marketing - Marketing Company in Hockley (UK) - FreeIndex

[https://www.freeindex.co.uk/profile\(azzurro-marketing\)\\_422259.htm](https://www.freeindex.co.uk/profile(azzurro-marketing)_422259.htm) ▼

22 Jan 2012 - You've just found a marketing agency that's refreshingly different.

### Azzurro Marketing - Marketing Consultants in Hockley SS5 4BU - 192 ...


[www.192.com/atoz/business/hockley-ss5/marketing.../azzurro-marketing/.../ml/](http://www.192.com/atoz/business/hockley-ss5/marketing.../azzurro-marketing/.../ml/) ▼

Contact details for **Azzurro Marketing** in Hockley SS5 4BU from 192.com Business Directory, the best resource for finding Marketing Consultants listings in the ...

### Azzurro Marketing in Design House, 19 Retreat Road ... - Directory

[directory.essexlive.news/company/437706424598528](http://directory.essexlive.news/company/437706424598528)

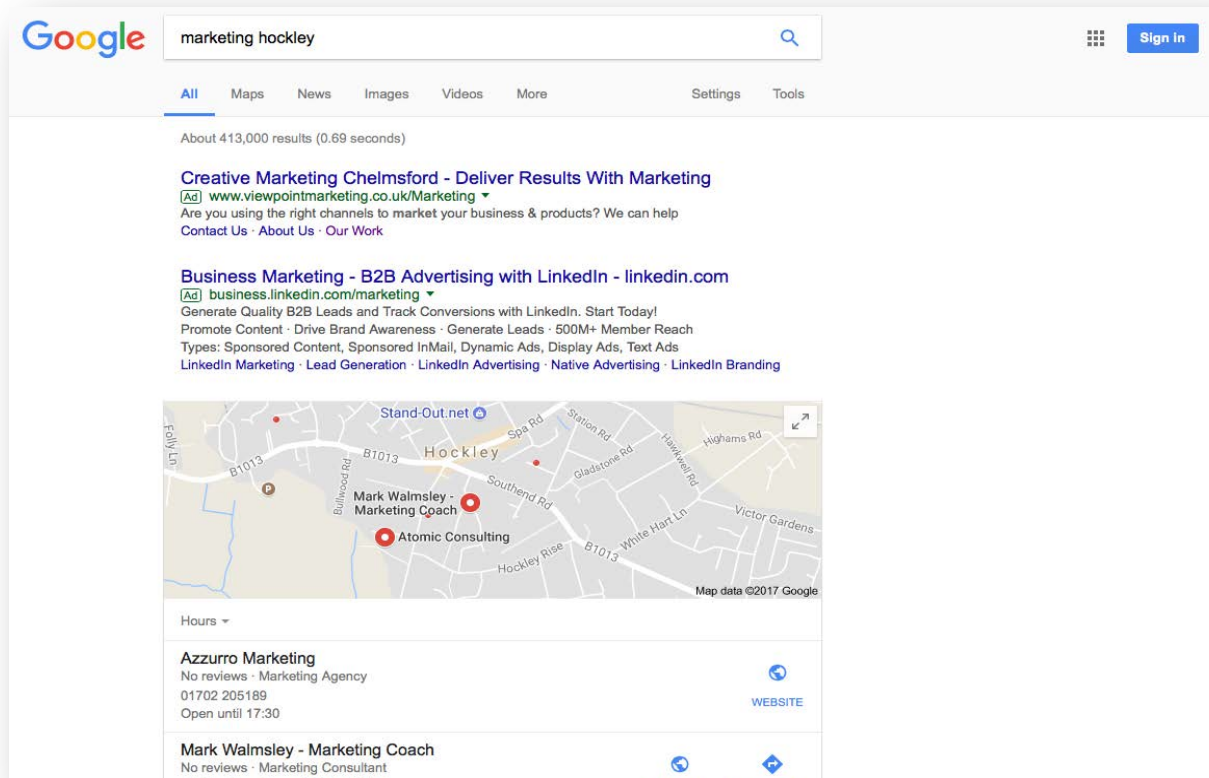
**Azzurro Marketing**. Category: Marketing Consultants | show me more. Address: Design House 19 Retreat Road Hockley Essex SS5 4BU. Landline: 01702 2.



The image shows a business card for Azzurro Marketing on the left and a map on the right. The business card features a logo with three stylized human heads in blue, red, and black, each with a different icon inside. Below the logo is a 'See photos' button. The map on the right shows the location of Azzurro Marketing in Hockley, England, with a red circle around the area. The map includes labels for 'Manchester' and 'London' and a 'See photos' button. Below the map is the text 'Azzurro Marketing' and a 'Website' button. Further down, it says 'Marketing agency in Hockley, England' and provides the address 'Hockley', hours 'Closed now', and phone number '01702 205189'. There is also a 'Suggest an edit' link and buttons for 'Write a review' and 'Add a photo'. At the bottom, it says 'Reviews' and 'Be the first to review'.

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## 30 ways to market your business



## 30 ways to market your business

### 5. Build a free (or cheap) email list





## 30 ways to market your business

### 5. Build a free (or cheap) email list

Every business owner should have an email list!



MailChimp is free!



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## 30 ways to market your business



## 30 ways to market your business

### 6. Optimise your elevator pitch

Do you know how to sell your brand in a short, clever and enticing 30-second speech?



# Marketing on a shoestring

## 30 ways to market your business

*“Azzurro is a results-focused creative marketing specialist, helping business owners address their marketing issues, improve results and kick start growth.*

*Whatever stage your business has reached, regardless of sector, if you follow our advice we guarantee to improve your marketing.”*



# Marketing on a shoestring

## 30 ways to market your business

*“Azzurro is a results-focused creative marketing specialist, helping business owners address their marketing issues, improve results and kick start growth”.*

## 30 ways to market your business

### 7. Offer a free consultation meeting

Get the conversation going by offering a one-off meeting, no strings attached.



# Marketing on a shoestring

## 30 ways to market your business

Improve your  
branding  
**NOW**

### FREE BRAND AUDIT

Do you want to know how to build your brand?  
Contact us and we will arrange for you to meet one of  
our branding experts who will show you, without cost or  
obligation, how to build your brand.  
**Hurry, its a limited offer!**

Register today for your free, no  
obligation, Brand Audit.

**Yes please, help me brand to success**



## 30 ways to market your business

8. Send press releases about news and events

Create a compelling story and send it to multiple PR submission sites.



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## 30 ways to market your business

[www.enewswire.co.uk/submit-press-release](http://www.enewswire.co.uk/submit-press-release)

[www.prfire.co.uk](http://www.prfire.co.uk)

[www.pressbox.co.uk](http://www.pressbox.co.uk)

[www.prlog.org](http://www.prlog.org)

[www.pressat.co.uk](http://www.pressat.co.uk)

[www.free-press-release-center.info](http://www.free-press-release-center.info)



## 30 ways to market your business

9. Give a talk in a professional conference/seminar

Sharing your expertise with a live audience is a superb way to market yourself.



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## 30 ways to market your business

Don't be put off...





## 30 ways to market your business

10. Ask happy clients to share their experience on their social channels



What satisfied clients say about you will always sound far more convincing than what you say about yourself.



## 30 ways to market your business

### 11. Write guest posts on relevant blogs



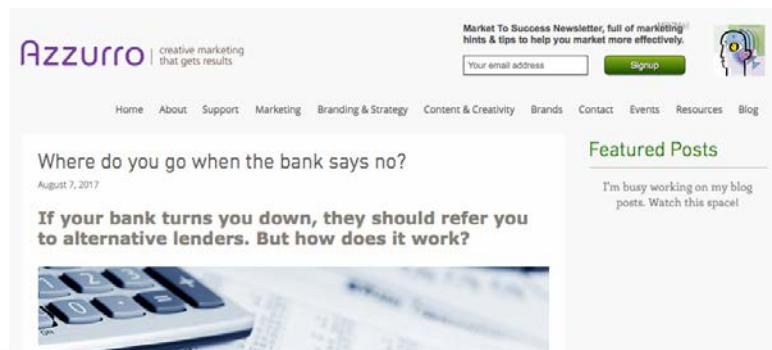
You can reach a broader audience by publishing your posts on blogs that already have a large readership.

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## 30 ways to market your business

### 12. Comment on blog posts

It can be a great way to get noticed by both the blog owners and their visitors.



## 30 ways to market your business

13. Become a valued member of other people's communities (OPCs)

Join Facebook and LinkedIn groups in your industry and offer valuable advice and information.



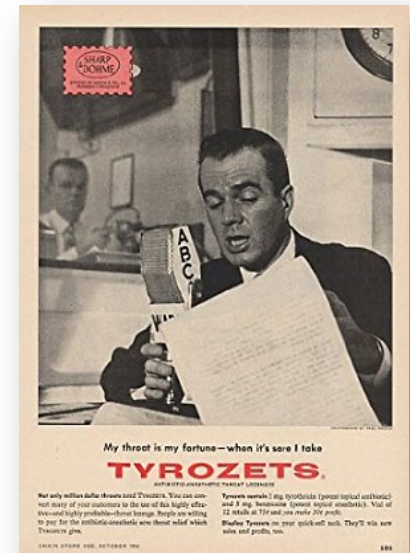
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## 30 ways to market your business

### 14. Contribute an article to an Industry magazine

Advertising in trade magazines can cost £1000s. But contributing an article?

Absolutely free.





## 30 ways to market your business

### 15. Attend local networking events

Check out local business events on Meetup, Eventbrite, or see what events your local Chamber of Trade or small business association is hosting.



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Let's take a break  
& be back in 10 mins.

## 30 ways to market your business

### 16. Co-sponsor a contest

Contact a complementary business in your niche and suggest hosting a contest together.



## 30 ways to market your business

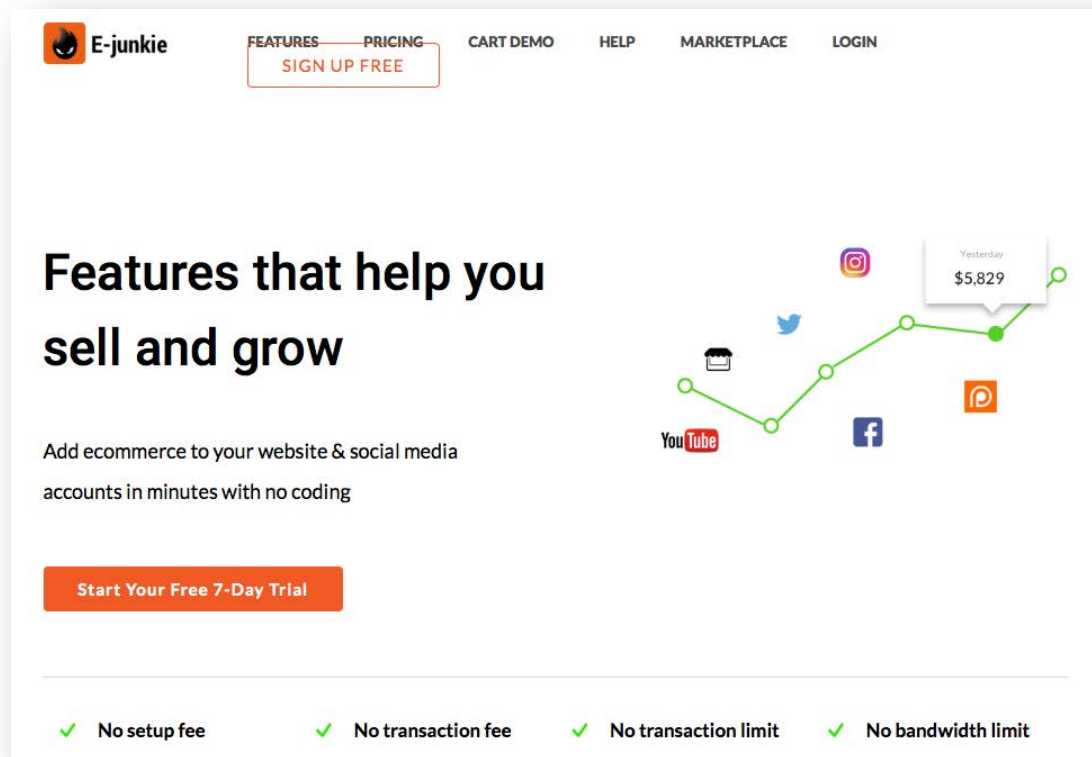
### 17. Create an affiliate program

If you offer a digital product (like an ebook), set up an affiliate program with a service like E-junkie.



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## 30 ways to market your business



The screenshot shows the E-junkie website homepage. At the top, there's a navigation bar with links: E-junkie, FEATURES, PRICING (with a 'SIGN UP FREE' button), CART DEMO, HELP, MARKETPLACE, and LOGIN. The main heading is 'Features that help you sell and grow'. Below this, it says 'Add ecommerce to your website & social media accounts in minutes with no coding'. There's an orange button that says 'Start Your Free 7-Day Trial'. To the right, there's a line graph showing an upward trend, with a callout box indicating 'Yesterday \$5,829'. Various social media icons (Instagram, Twitter, Facebook, YouTube, Pinterest) are scattered around the graph. At the bottom, there are four green checkmarks with text: 'No setup fee', 'No transaction fee', 'No transaction limit', and 'No bandwidth limit'.



## 30 ways to market your business

18. List your business with online directories

If you are a local business, consider adding your business to listing sites.



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azzurro marketing, design essex, marketing essex, creative marketing, strategic ... how to get more customers by setting a realistic marketing plan and strategy.

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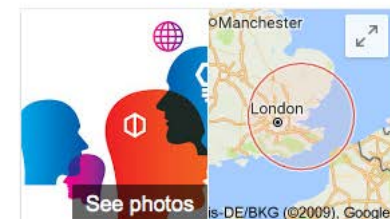
[www.192.com/atoz/business/hockley-ss5/marketing.../azzurro-marketing/.../ml/](http://www.192.com/atoz/business/hockley-ss5/marketing.../azzurro-marketing/.../ml/) ▼

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### Azzurro Marketing

[Website](#)

Marketing agency in Hockley, England

**Address:** Hockley

**Hours:** **Closed now** ▼

**Phone:** 01702 205189

[Suggest an edit](#)

[Write a review](#)

[Add a photo](#)

#### Reviews

[Be the first to review](#)

[Feedback](#)

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## 30 ways to market your business

[www.cylex-uk.co.uk](http://www.cylex-uk.co.uk)

[www.freeindex.co.uk](http://www.freeindex.co.uk)

<http://directory.essexlive.news>

[www.thomsonlocal.com](http://www.thomsonlocal.com)

[www.yell.com/free-listing](http://www.yell.com/free-listing)

[www.192.com/businesses/yourbusiness](http://www.192.com/businesses/yourbusiness)

[www.businessmagnet.co.uk](http://www.businessmagnet.co.uk)

[www.searchme4.co.uk](http://www.searchme4.co.uk)



## 30 ways to market your business

### 19. Use a branded email signature

Adding a logo and the link to your website will increase your branding as a serious professional.



# Marketing on a shoestring

## 30 ways to market your business

### 19. Use a branded email signature

Regards.

Paul

**Azzurro** | creative marketing  
that gets results

Paul Wilkins | Azzurro Marketing | paulw@azzurromarketing.co.uk  
The Design House, 19 Retreat Road, Hockley, Essex, SS5 4BU  
T 0845 00 99 192 | F 0845 00 99 193 | M 07939 003 190  
[www.azzurromarketing.co.uk](http://www.azzurromarketing.co.uk)





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## 30 ways to market your business

20. Follow-up with past clients

# FOLLOW UP



## 30 ways to market your business

21. Establish yourself as an expert with a video blog



# Marketing on a shoestring

## 30 ways to market your business

21. Establish yourself as an expert with a video blog



## 30 ways to market your business

### 22. Create a Facebook group





## 30 ways to market your business

### 22. Create a Facebook group

For instance, a marketer could create a group called “Marketing tips for small business owners.”





# Marketing on a shoestring

## 30 ways to market your business

23. Offer free info/product on your website & social media



# Marketing on a shoestring

## 30 ways to market your business



# Marketing on a shoestring

## 30 ways to market your business

24. Take advantage of Facebook and Google's free ad credits



# Marketing on a shoestring

## 30 ways to market your business

### 24. Take advantage of Facebook and Google's free ad credits





# Marketing on a shoestring

## 30 ways to market your business

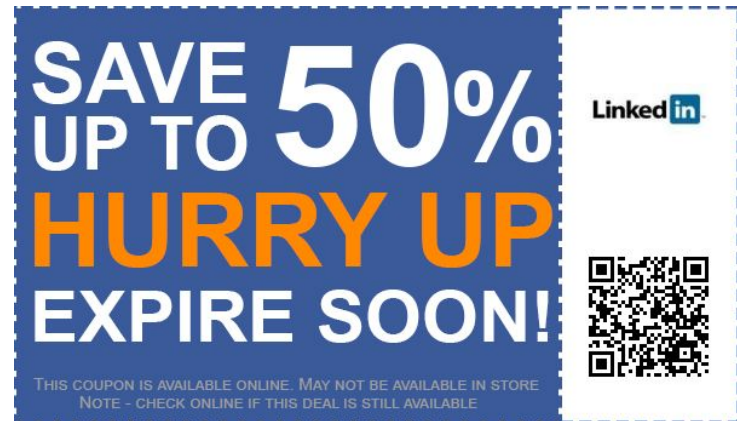




# Marketing on a shoestring

## 30 ways to market your business

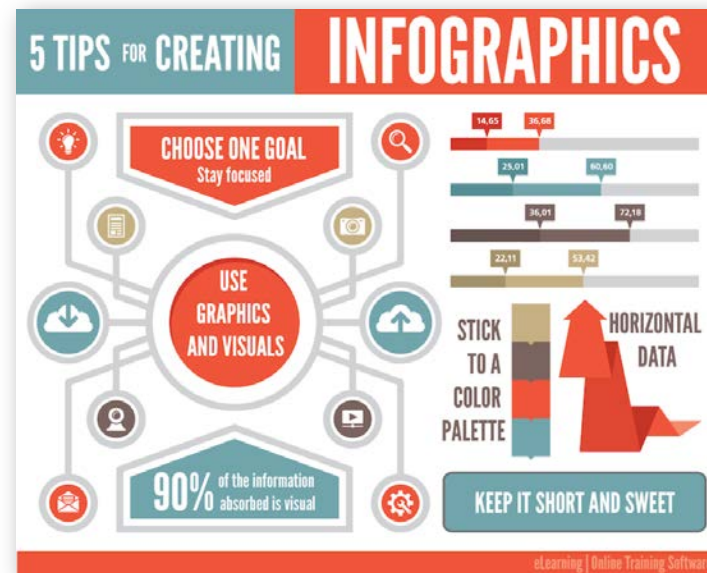
Don't forget Linked In



# Marketing on a shoestring

## 30 ways to market your business

### 25. Create your own infographics



# Marketing on a shoestring

## 30 ways to market your business

26. Offer amazing free info on social media



**FREE eBook**

FULL OF  
**TIPS & SECRETS**  
ON GROWING YOUR HEALTHY BUSINESS

**DOWNLOAD TODAY**

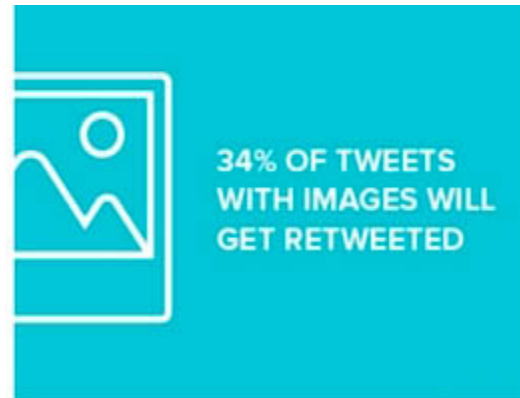
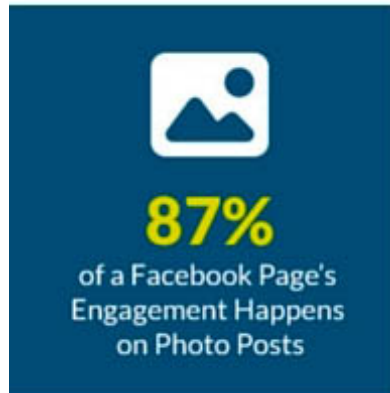
**clinic essentials eBook**  
FULL OF TIPS & SECRETS TO GROW YOUR CLINIC INCOME  
HELEN BULLEN  
clinic-essentials.co.uk  
Business advice, support & mentoring for therapists  
EVERYTHING YOU NEED - ALL IN ONE PLACE



# Marketing on a shoestring

## 30 ways to market your business

Images increase engagement





## 30 ways to market your business

27. Use landing pages to convert





# Marketing on a shoestring

## 30 ways to market your business

### 27. Use landing pages to convert

**INDUSTRIAL STRENGTH MARKETING**

### DON'T MAKE ME ZOOM

7 Reasons Industrials and B2Bs Need Responsive Websites

Complete the form to get your Free Guide.

FIRST NAME\*

LAST NAME\*

COMPANY EMAIL\*

COMPANY WEB ADDRESS\*

COMPANY TYPE\*

- Please Select -

**DOWNLOAD YOUR GUIDE**

A definitive primer for industrials and B2Bs who need a mobile-friendly website.

Find out how responsive websites enhance users' mobile experience.

Learn how responsive websites can dramatically boost conversions.

See how responsive design improves SEO and streamlines analytics.

"DMZ does a great job not just with your digital marketing objectives, but your overall business. I highly recommend them." — **Randy Brouse**, Senior VP of Marketing, Motion Industries

unbounce

BRINGED TO YOU BY UNBOUNCE - The Landing Page Platform for Marketers

### THE SMART MARKETER'S LANDING PAGE CONVERSION COURSE

Landing pages increase conversions by focusing your marketing message. This translates directly into higher conversions on your PPC, email, banner and social media campaigns.

In this free 30-day course you'll learn how to use landing pages to **increase the conversion rates of your campaigns.**

**Free expert advice from 10 world-renowned internet marketers**

**What's in the course?**

In this 11-part 30-day course **landing page expert Oli Gardner** will walk you through how to create high converting landing pages.

The course includes **step-by-step instructional videos** so that you can follow along, creating your own landing pages as you go.

Along the way, you'll find **expert tips and advice from world-renowned online marketers**, and countless examples of marketing

### 30 Days to Higher Marketing Conversions

In 30 Days You'll be Generating More Leads and More Sales

Landing marketing experts teach you how to convert with landing pages.

First Name \*

Email \*

What type of marketer are you? \*

Please choose...

**Start My Free 30-Day Landing Page Conversion Course Now**

100% privacy guaranteed.

## 30 ways to market your business

### 28. Discover niche social media platforms

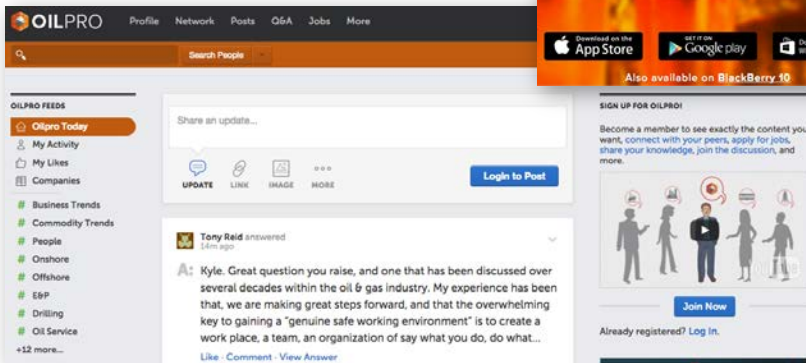
If you find one that fits your industry, you should put some effort in establishing your presence there.



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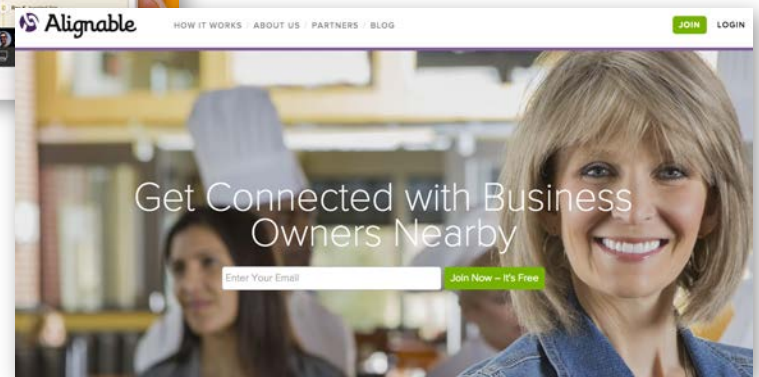
## 30 ways to market your business

Oilpro, a social network for oil and gas industry professionals.



Untappd, connects craft beer lovers and brewers.

Alignable, connects local businesses.





# Marketing on a shoestring

## 30 ways to market your business

### 29. Create eye-catching business cards



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## 30 ways to market your business

A person's **first**  
**impression** will  
influence their **overall**  
**opinion** of you





Marketing on a shoestring

## 30 ways to market your business

30. Host webinars on your site



# Marketing on a shoestring

## 30 ways to market your business

The screenshot displays the CyberLink Learning Center website. The top navigation bar includes 'CyberLink', 'Learning Center', and links for 'Video Editing', 'Photo Editing', 'Courses', and 'More'. A search icon is also present. The main heading is 'Courses', with sub-tabs for 'Webinar' and 'Premium Courses'. The 'Webinar' tab is active, showing a 'FREE WEBINAR' section with a video thumbnail and text: 'Are you new to video editing and would like to get started on your first project? Or are you a skilled video editor who is always looking to learn more advanced editing techniques? Either way, you are welcome to join CyberLink's free webinars! We hold online webinars every 2 to 3 months to show creators cool tricks on using PowerDirector to create amazing videos - and participation is totally free!'. Below this is a 'Previous Webinars' list with dates and titles, each with a 'Watch Video' button. To the right, there are promotional banners for 'Director Suite 5' (labeled 'Recommended Deal') and 'Best Deals up to 60% OFF for students & teachers'. Further down, there is a 'Recommended Content' section featuring a video thumbnail for 'PiP Designer and Masks'.

A close-up photograph of several interlocking white puzzle pieces. In the center, a blue puzzle piece is missing, revealing a blue cross shape underneath.

# Marketing on a shoestring

## 30 ways to market your business

Some free/low cost webinar hosts:

[www.freeconferencecall.com](http://www.freeconferencecall.com)

[www.join.me](http://www.join.me)

[www.clickmeeting.com](http://www.clickmeeting.com)

[www.meetcheap.com](http://www.meetcheap.com)

A close-up photograph of a white puzzle with a blue cross-shaped hole. The puzzle pieces are interlocking and the lighting creates soft shadows.

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# 30 ways to market your business

My simple business mantra:



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## 30 ways to market your business

GO THE EXTRA MILE.  
IT'S NEVER  
(ROWDED



A close-up photograph of white puzzle pieces. One piece in the center is missing, revealing a blue cross shape underneath.

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**Thank You**

**Paul Wilkins – Azzurro Marketing**

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www.azzurromarketing.co.uk