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**10 Powerful Marketing Tips**

**By Ann Marie Rubertone**

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10 Powerful Marketing Tips

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In a perfect world, you'd have the financial resources to execute a winning marketing plan. More likely, though, you're budget-challenged. Perhaps you're a small business with a short supply of marketing dollars. Or your company has limited resources and seemingly unlimited objectives. Whatever the reason, one thing's for sure. You're still expected to succeed. What can you do? For starters, stop moaning about your situation and get savvy. Implement low-cost or free marketing efforts that will raise awareness, generate leads and boost sales. Here are 10 designed to do just that.

1. Print your best small ad on a postcard and mail it to prospects in your targeted market. People read postcards when the message is brief. A small ad on a postcard can drive a high volume of traffic to your web site and generate a flood of sales leads for a very small cost.
2. No single marketing effort works all the time for every business, so rotate several marketing tactics and vary your approach. Your customers tune out after awhile if you toot only one note. Not only that, YOU get bored. Marketing can be fun, so take advantage of the thousands of opportunities available for communicating your value to customers. But don't be arbitrary about your selection of a variety of marketing ploys. Plan carefully. Get feedback from customers and adapt your efforts accordingly.
3. Use buddy marketing to promote your business. For example, if you send out brochures, you could include a leaflet and/or business card of another business, which had agreed to do the same for you. This gives you the chance to reach a whole new pool of potential customers.
4. Answer Your Phone Differently. Try announcing a special offer when you answer the phone. For example you could say, "Good morning, this is Ann Marie with Check It Out; ask me about my special marketing offer." The caller is compelled to ask about the offer. Sure, many companies have recorded messages that play when you're tied up in a queue, but who do you know that has a live message? I certainly haven't heard of anyone. Make sure your offer is aggressive and increase your caller's

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urgency by including a not-so-distant expiration date.

5. **Stick It!** Use stickers, stamps and handwritten notes on all of your direct mail efforts and day-to-day business mail. Remember, when you put a sticker or handwritten message on the outside of an envelope, it has the impact of a miniature billboard. People read it first; however, the message should be short and concise so it can be read in less than 10 seconds.

6. **Send A Second Offer To Your Customers Immediately After They've Purchased** Your customer just purchased a sweater from your clothing shop. Send a handwritten note to your customer thanking them for their business and informing them that upon their return with "this note" they may take advantage of a private offer, such as 20% off their next purchase. To create urgency, remember to include an expiration date.

7. **Newsletters.** Did you know it costs six times more to make a sale to a new customer than to an existing one? You can use newsletters to focus your marketing on past customers. Keep costs down by sacrificing frequency and high production values. If printed newsletters are too expensive, consider an e-mail newsletter sent to people who subscribe at your Web site.

8. **Seminars/ open house.** Hosting an event is a great way to gain face time with key customers and prospects as well as get your company name circulating. With the right programming, you'll be rewarded with a nice turnout and media coverage. If it's a seminar, limit the attendance and charge a fee. A fee gives the impression of value. Free often connotes, whether intended or not, that attendees will have to endure a sales pitch.

9. **Bartering.** This is an excellent tool to promote your business and get others to use your product and services. You can trade your product for advertising space or for another company's product or service. This is especially helpful when two companies on limited budgets can exchange their services.

10. **Mail Outs.** Enclose your brochure, ad, flyer etc. in all your outgoing mail. It doesn't cost any additional postage and you'll be surprised at who could use what you're offering.

To learn more Powerful Marketing Tips order the full "Powerful Marketing Tips" report for only \$9.00! Contact Check It Out at (772) 335-0073 or visit [www.checkitoutinc.com](http://www.checkitoutinc.com).

### **Attack Smaller Searches To Get The Big Ones!**

**By Martin Lemieux**

Searching online can not only be fun, but you sometimes need to be downright inventive.

For those of you who have been searching online for years now, you've probably adapted ways & techniques to find what you are looking for quickly.

Unfortunately when it comes to promoting your site, nothing out there is classified as a quick fix. If

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people say it's a quick fix, it probably has a major risk attached to it.

Your ultimate goal when promoting your site should be to acquire some of those "Big" search terms online! For example, "Marketing Tips" or "Marketing" in general. The only way to ever come close to the Big Dogs is to start small. Increase the search term and decrease your competition.

Here's an example of this, let's use "Marketing". Wow, what a powerful search term, but someone has to get it, right?

As of today, June 1st, 2004, if you search for "Marketing" you will get 72,700,000 results found within Google. That's a tough one.

Going further, let's add "Marketing Tips", you get: 7,560,000 results found.

Going a little further now, let's add "Web Marketing Tips", you'll get around: 5,760,000 results found.

Let's go beyond that for our final search, let's add "Web Site Marketing Tips", you'll get: 4,940,000 results found.

Now take a good look at all those search terms, what do you see right in the middle??? You got it, that oh so powerful term called "Marketing"!

Are you starting to see the value of targeting larger search terms? (Larger meaning more words attached to it).

Eventually as time goes on, once you've done your due-dilligence and worked hard at targeting these larger search terms, search engines will start rewarding your site with much smaller and more difficult terms to acquire.

Another way to accomplish this is to target your local market 1st. Instead of targeting "Web Site Marketing Tips" as a whole, you can target "Marketing In Hamilton, Ontario".

By targeting the area you live in, you not only target your local market 1st, but you also setup your web site for success in the future market, which ultimately, is the rest of the world!

Let's just say I was to remove "Ontario" from that search term "Marketing In Hamilton, Ontario", how many cities are named "Hamilton" ??? Many more than you think!

So in conclusion:

Don't be afraid to work for your key phrases and set your web site up for success by targeting larger key phrases to increase your chances of better search engine placements. In the end, you'll receive what you've been after all along, more exposure for your enterprise!

I hope you enjoyed the article!

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Martin Lemieux  
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&

Eye Catching Print Design

Powerful Internet Marketing Tools

Attack Smaller Searches To Get The Big Ones!

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