



## **10 FREE, Creative, Low-Cost Marketing Tips**

Here are the **Top 10 Tips** I give small business owners and entrepreneurs on a daily basis when I see them out at networking functions. These 10 things will be the least expensive and probably the most effective forms of marketing that you could do to promote your small business.

1. **Display your cards** or brochures at coffee shops, book stores, businesses of people you know, membership stores like Costco and Sam’s Club; all of these are free. Seek out ones locally that will allow you to do this and replenish them frequently.
2. **Hold an Open House**, Ribbon Cutting or some kind of an event to attract the public or your specific target market to your business (It’s important to plan well and publicize the event too). *I can help you plan and promote your events in the media and to your database!*
3. **Networking** is the cheapest form of advertising you can do – find organizations, associations, chambers, groups and monthly meetings that include your best target for business and visit them first, then join if you see the value. *Visit [www.ksawamarketing.com](http://www.ksawamarketing.com) each month for a FREE monthly Networking Calendar and numerous organization links!*
4. Put your **sales message** and/or logo on everything, your car, shirts, nametag, building, invoices, envelopes, sales flyers, receipts, tags, etc. *Ask me for a referral for companies who do these things!*



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5. **Invite trade for services** for things you may need (bookkeeping help, CPA, financial or attorney advice, marketing, advertising, promotions, signs, promo items, printing, products, services, etc.). This will save you money and give you other avenues to pursue for referrals as well.
6. Go in with **other small businesses** that compliment your business on advertising opportunities, chamber inserts or in their newsletter, inserts in the local papers, direct mail pieces, door to door flyers, etc. (i.e.; housekeeping business and carpet cleaning business). *I can help you design and coordinate these marketing pieces so they STAND OUT!*
7. Make sure you are listed on all local area or national **website directories** necessary that will target your message for you. Do the free ones for sure, but evaluate them if they charge a fee. *When you consult with me – I give you a list of these for FREE!*
8. **Include links** to other people’s websites on yours and ask to do the same for added exposure. Have an “I recommend these businesses” page. *I offer low cost advertising on my email newsletters which reach 1,500 business professionals and my clients are listed for no extra charge on my client list on my website!*
9. **Follow up**, Follow up, Follow up with everyone you meet and ask them what their business is all about and how could you work together to promote each other? *I can help you put together an effective and efficient, low cost follow up marketing system that’s easy to follow!*



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10. Never base your **advertising decisions** on what YOU do, take yourself out of the picture and think like your customer and what they would generally do. *I can put together an Advertising Plan for you so you know where to and NOT to spend your money!*

Well, hopefully you are doing everything on that list already in your business, but if not I'm sure I've only reminded you of what you already know to do. NOW DO IT!

**For a clear, effective marketing plan ask me about my JumpStart Your Marketing 1-On-1 Planning Meetings or go to <http://www.ksawamarketing.com/pages/1on1.html>.** The 1-On-1's are 3 hours chock full of great brainstorming and you walk away with an Action Plan on what you need to do now to promote your unique business AND tips on how to implement it.

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### **Resources for Start Up Businesses:**

- For free marketing tips, articles and resources like these, sign up for Katrina Sawa's email newsletter at [www.ksawamarketing.com](http://www.ksawamarketing.com)
- For small biz and start up business articles, sign up for the Entrepreneur Magazine email newsletter at [www.entrepreneur.com](http://www.entrepreneur.com)
- For sales advice, sign up for Brian Tracy's email newsletters (multiple topics) at [www.briantracy.com](http://www.briantracy.com), The Sales Diva's email newsletter at [www.salesdivas.com](http://www.salesdivas.com) and/or Sales Partner's email newsletter at [www.sp-ww.com/US/NthCalifornia](http://www.sp-ww.com/US/NthCalifornia).
- For publicity tips and articles, sign up for Joan Stewart's email newsletter at [www.publicityhound.com](http://www.publicityhound.com).

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**Get my FREE Report on the “Top 3 Must Haves for Small Business Owners and Entrepreneurs to JumpStart Your Marketing” and my FREE Marketing Tips online at [www.ksawamarketing.com](http://www.ksawamarketing.com) or contact me at (916) 727-4142 or [katrina@ksawamarketing.com](mailto:katrina@ksawamarketing.com)!**



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### **About the Author**



Katrina Sawa, Solopreneur Marketing Expert, helps entrepreneurs and independent consultants build their database of clients and prospects, determine the best ways to market their business to their target market, teach them how to network, develop follow up systems, marketing and advertising plans and find ways to get free or low cost publicity which all lead to more customers and increased sales!

Katrina has been named "The Networking Queen" by her peers and clients ever since she founded her business in 2002. She was always found out mingling at chamber of commerce mixers, business networking events and expos and any event she could attend where her target market would be in attendance. Consistent networking and follow up is the primary reason Katrina has been so successful in her business.

An avid gardener, party planner and softball buff, Katrina enjoys the sunshine of Northern California. She grew up not too far from the Sacramento area and then received her B.S. in Business, Marketing Concentration, from California State University, Sacramento.

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**Have a burning Marketing Question?**

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