

Promotional Strategies

This could also be referred to as guerilla marketing, which involves getting conventional profits from unconventional methods. Be creative and don't be afraid on new ideas. Following is a list to get you started. How much farther you go is up to you.

- Advertise in the classified advertising section of your community newspaper.
- Advertise in the Yellow Pages.
- Advertise on a grocery buggy.
- Approach your prospective customers over the phone, in person or by mail.
- Be a guest speaker at seminars and present on your area of expertise.
- Be a guest speaker on radio talk shows.
- Build and maintain a customer mailing and contact list on database software.
- Build your image with well-designed letterhead and business cards.
- Design a brochure that best explains the benefits of your services.
- Design a mail order campaign.
- Design a point of purchase display for your product.
- Design a telemarketing campaign.
- Design an image building logo for your company.
- Design and distribute a quarterly newsletter or an industry update announcement.
- Design and distribute company calendars, mugs, pens, note pads, or other advertising specialties displaying your company name and logo.
- Design and distribute a free "how to do it" hand-out related to your industry (e.g. Tips for conserving energy in your home).
- Design buttons, decals and bumper stickers or balloons with your company name, logo or slogan.
- Design T-shirts displaying your company name and logo.

- Explore cross promotion with a non-competing company selling to your target market.
- Explore the costs of advertising in newspapers, magazines, on radio, television, billboards, bus shelters and benches. Refer to the publication "Canadian Advertising Rates and Data" (CARD) for some of this information.
- Explore ways to share your advertising costs using cooperative advertising.
- Follow up customer purchases with a thank you letter.
- Follow up customer purchases with Christmas or birthday cards.
- Have your company profiled in a magazine or newspaper that is read by prospective customers.
- Hire an advertising agency or public relations firm.
- Hold a promotional contest.
- Hold a seminar on your service, product or industry.
- Include promotional material with your invoices.
- Look for prospective customers at trade shows related to your industry.
- Look for prospective customers in associations related to your industry.
- Look for prospective customers at seminars related to your industry.
- Look for prospective customers in magazines and newspapers related to your industry.
- Package your brochure, price lists and letter in a folder for your customers.
- Place a sidewalk sign outside your store or office.
- Place flyers on bulletin boards and car windshields.
- Place promotional notes on your envelopes, mailing labels.
- Place signs or paint logos on your company vehicle(s).
- Prepare a corporate video.
- Prepare a list of product features and benefits to help you plan your advertising and promotional campaigns.
- Prepare proposals offering solutions to your customers' needs
- Provide free samples of your product or service.
- Have an open house at your business

- Join the Chamber of Commerce
- Become a sponsor of a community event.
- Sponsor a community sports team.
- Have a folded business card made up. On the front, place a catchy slogan. On the inside, list your product or service and how you provide it. On the other side, offer contact information.

For More Information:

Internet: www.sb.gov.bc.ca

www.gmarketing.com