MARKETING
On A Shoestring

Cheap and Effective Marketing Strategies for New Businesses.
Big Business Marketing

VS

New Business Marketing
Get your message right
Leverage your inner circle

Know    Like    Trust
Get some publicity
Get some publicity
Be easy to find
Build alliances
Write Articles/Guest Blogs
Use online forums
Nurture
Convert
Refer
Attract
Capture
Nurture
Convert
Refer
Attract
Capture
MarketingHQ
Growing your business
Get a website

- Domain Name - $12 p/year
- Hosting - $100 p/year
- Template - $20-$75
Build an email list
Offer an incentive to sign up

- e-books
- white papers
- coupons
- subscriber only specials
Use social media
Create valuable content
Seed your market
Ask for referrals
Ask for testimonials
Say thank you