



50 Ways to Market Your Small Business on a Dime

1. Start blogging.
2. Write articles for sites like Article Rich, Hub Pages, Tumblr and more.
3. Repurpose your content into blogposts, social media posts, a book and more (see tinyurl.com/RepurposeYourArticle).
4. Create shareable pins for social media with Canva.com.
5. Use colorful and share-worthy social media images/posts that link to your page or site.
6. Raise your expert status by answering questions on Quora.com.
7. Check publication editorial calendar before you pitch.
8. Research podcast interview opportunities on iTunes.
9. Use email marketing to turn prospects and customers into raving fans.
10. Craft a compelling brand story and share it when you talk about your business.
11. Use YouTube videos and all 5,000 characters to promote your brand.
12. Research top blogs in your industry and submit guest blogposts to gain authority.
13. Speak in front of your target market to build credibility and leadership status.
14. Create eye-catching infographics.
15. Start your own podcast and attract loyal listeners interested in your niche topic.
16. Create an Amazon Author Central Account to promote your book.
17. Use the Goodreads Author Program to reach your audience.
18. Create a free-trial Meetup group to fill an event.
19. Sign up for a free LinkedIn Premium trial.
20. Test drive Google Ad Words with their free online offers.
21. Use Facebook Ads to promote to a well-defined niche market.
22. Ask satisfied customers who want to see you succeed for referrals and introductions.
23. Create unique online contests with Rafflecopter.com.
24. Earn business awards and badges to promote your credibility and expert status.
25. Build a Brand Ambassador Team – within your company and in the field.
26. Create a compelling email signature.
27. Take your brand message outside with street art, silhouette lighting and unique signage.
28. Make a lasting impression with branded promotional products for events and trade shows.
29. Sign up for HelpAReporter.com (HARO) alerts to find free publicity opportunities.
30. Dare to be different with your brand image and have fun at JibJab.com.
31. Showcase your brand/offer using an acrylic stand at networking meetings.
32. Write press releases for major announcements and repurpose the links on your media page.
33. Invite prospects and clients to hear you speak at events.
34. Find a group of like-minded business owners and promote each other on social media.
35. Get tons of free content and heading ideas at tinyurl.com/CoolTitleGenerator.
36. Attend networking events with a friend and introduce each other as the go-to source.
37. Engage with influencers on social media and build rapport by adding value.
38. Contact conference hosts two weeks before showtime to see if there are speaker cancellations.
39. Track your competitors anonymously on LinkedIn to get the inside scoop.
40. Create better headlines with tinyurl.com/MakeAHeadline.
41. Newsjack stories for timely media opportunities and be seen as an expert.
42. Find celebrations to align your brand with at NationalDayCalendar.com.
43. Get involved with a charity to feel AND do good for yourself and your business.
44. Use online tools to help you save time and energy on your social media efforts.
45. Use SEO-friendly keyword-rich title, summary, meta tags and image alt tags.
46. Hold your own event and promote it on/offline at least 12 weeks in advance.
47. Create custom URLs on www.tinyurl.com to make remembering links easier.
48. Rent your brain by the hour or project.
49. Dress in your brand colors to reinforce your image – especially on stage.
50. Practice and perfect a few marketing tips at a time to build a foundation of success.

*Hang near your desk
and utilize daily for best results.
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to grab your digital copy with
helpful links – plus you'll
receive a bonus gift!*