

## 10 Free Or Cheap Marketing Strategies That Really Work

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There are no free lunches, but you can get some FREE marketing, if you're willing to trade time for dollars. What I mean is, nothing is free, even FREE marketing.

I call free & cheap marketing, shoe leather marketing. You're either going to spend dollars or hours, one or the other, depending on what you have more of.

In the early days of your business you had more time than money. Of if you are struggling.....less money than time. So--SHOE LEATHER MARKETING, it's free or cheap—but it does take time.

1. Networking – too many people think “networking doesn't work”.....that's because you don't know how it's supposed to work, or how to make it work. It's powerful. It doesn't always bring you dollar bills, like a coupon in a ValPak or postcard mailer, but it's not supposed to work that way.
  - a. BE A GIVER not a taker, and never tell the group what YOU need or what they can do for YOU!
  - b. Networking is not about selling to those entrep. 1/ 2 of them are struggling like you to build their business and they often use your CHEAP competition!
  - c. But, sometimes they DO use you, depending on your industry, so sales are very possible.
  - d. They are for REFERRALS, “who do you know that remodels showers? Do you know a good realtor? Do you know a good cleaning service? Carpet cleaner? Plumber? REFERRALS! You shouldn't be focused on winning their business so much as being their referral source. Give them cards, coupons, gift certificates, let them try your service at a discount.
  - e. Become well known. Get known as the pro. My local landscaper, and remodeler have great sales reps at networking meetings.....keeping their name out there.
  - f. It's also a source for YOU for referrals to YOUR customers, maybe you can set up an affiliate commission, or a discount for your customers. Also you learn about new business innovations, mobile website, SEO, Online Review Marketers, etc. when you're so busy working IN YOUR biz you can get stale fast.
  - g. Donate to silent auctions!
2. Affiliate marketing
  - a. Realtors, caterers, private chefs, carpet cleaners, window washer, - -who sells to YOUR audience? Work with them. MEET, brainstorm:
    - i. 7 Loaves catering / weddings & events
    - ii. Realtor – free \$150 GC to him for repeat customers

- iii. We used to work with a painter. We made \$2400 commission off one job, just for the referral, as he gave us 10%--plus I was a one-stop source for my new customer.
  - iv. Carpet cleaner, we get a 1--15% commission on carpets and windows we refer out (or sub out)
  - v. We promote them, they promote us.
  - vi. A local landscaper used to feature businesses they recommend in their monthly newsletter.
- 3. Charity fundraisers
  - a. Restaurants that donate 10% let you promote, table toppers, flyers at local businesses that won't otherwise promote your business (retail, coffee shops, car wash, dry cleaners, florists, health clubs—where do MY customers hang out?)
  - b. Hold your own unique big event – everyone will help you promote it!
- 4. Teach A Class
  - a. Built my business in the early days
  - b. Establishes your expertise
  - c. Get's people talking about you
  - d. MAKES you memorable! (#1 reason people DON'T call you back)
- 5. FOLLOW UP – sounds so basic, shocking how many don't!
  - a. You have not because you ask not – when they say “no” or “I'll call ya” – you're on to the NEXT!—chasing the next sale.
  - b. THERE's a goldmine in un-tapped prospects (you've already invested the time!) “they never called me, I thought they didn't want my business”) – CAR SALESMAN
  - c. Have not because.....
- 6. Win-Backs – lost customers are a goldmine. Do you have SYSTEM in place to win back? A series of postcards, calls, letters? – create an auto-process or it won't get done. Make it extremely easy.
- 7. Social Media – Pinterest, Facebook, LinkedIN. SEO is facilitated by blogging / article writing on YOUR website, with great pics of YOUR work / before & after photos and a short story then LINK to your facebook. Don't JUST post on Facebook.....study other successful Facebook pages to see why their fan base is so big. Post using the three: funny, educational, inspirational, good offer
- 8. Free Publicity - Submit articles to local publications,
  - a. offer expert advice to media,
  - b. offer PSA content,
  - c. start a charity (mature business only!—if you are a bored absentee owner!—if you are involved in the day to day activities DON'T attempt—but it will make your company famous! (Cloud 9 Salon, Cleaning For A Reason)
  - d. start your own online radio broadcast (blogtalkradio \$350 yr)
- 9. Cultivate Referrals – most businesses just RESPOND to referrals, they don't have a planned, strategic approach to getting referrals. People need to be reminded OFTEN that you'd love to HELP their friends, and that they

will get X when they refer you (and most biz owners are stingy here!— what is a client worth to you? The life-time value, not the first sale or service? Mine is \$3K a year.

10. MY FAVORITE: Email marketing – I've made thousands.
- a. One campaign grossed \$2000 – last minute sales that would have gone UNSOLD. People are on my list because they have an interest in what I do
  - b. Book last minute open slots that are costing you money to be open
  - c. Newsletters / share your media exposure, success, shout outs, tips, updates, new services, sales. (use the 3 principles of Social Media
  - d. Offers
  - e. Tips, inspirational word of the day, and a deal
  - f. Last minute DEALS of the day
  - g. Terrific Tuesdays
  - h. Fabulous Fridays
  - i. 1 – 3 times a month email
  - j. not less than once a month
  - k. learn / read / study what subject lines get best open rate
  - l. Constant Contact – tracks open rates, good training, see your results
  - m. Permission based only!

So go out and get some customers and grow your business.

***If you'd like to learn more about my business consulting please email me at [debbiesardone@gmail.com](mailto:debbiesardone@gmail.com) or visit [debbiesardone.com](http://debbiesardone.com). I offer telephone consultations for you or your staff, and I can come out and do on-sight training with you and your staff. I can help you with marketing, operations, and employee retention. I can also be reached by cell phone: 972.827.7837***