

20 Ways to Promote your Business in 2011 and Beyond.



1. **Ads** – in trade publications to keep your name in front of current and future clients – branding or product
2. **Trade Associations** – many have smaller periodicals in which you can advertise to their members
3. **Trade Shows** – an opportunity to meet and greet many prospects and current clients in one location
4. **Specialty Items** – small gifts to be passed out when cold calling or visiting clients. Trade show handouts
5. **Cold Calling** – telemarketing and mail works when you have a plan of action.
6. **Directories** – get on as many as you can afford to. Keep your name out there – Note that many are free
7. **Banner ads** – good solution for internet savvy clients – how many of your clients use which sites?
8. **Email blasts** – to current clients reminding them what products you have to offer
9. **Email blasts** – to prospects advising them of the products you have to offer
10. **Postcards** – mailing to current clients or old clients to remind them what you offer
11. **Newsletters** – can be print or email blasted or posted on your website
12. **Press releases** – real news about your company to the media
13. **Cooperative ventures** – Do your carriers have any co-op programs you can utilize to stretch your dollar?
14. **Website Analysis** – what features, services do you need to make your website a favorite in the industry?
15. **Landing pages** – one product (white paper) to push your name to the top of Google Search engines
16. **Website Optimization** – Go organically – add keywords to keep you on the first three pages of the Google search engine. Check to see what keywords clients are using to find you and add more of them to the content on your site.
17. **Social media** – Facebook, Twitter, LinkedIn and Blogs. Again with the optimization on the web
18. **Webinars** – promote your company as experts to your clients and prospects
19. **Google Map** – even if you don't have foot traffic, Google awards you extra points and better visibility
20. **Podcasts** – interviews that can be posted on your site and YouTube. You're the expert.

Questions about what's listed above?

We have the answers. For more information on jump starting your current marketing plan, getting your plan on track and understanding all the new ways to use the internet – give us a call or email.



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