

# 100 FREE MARKETING IDEAS

## Online - Google

1. Add your company to places.  
[google.com/business](http://google.com/business)
2. Use the webmaster tools to submit your site map
3. Fill out your google profile with links to your other internet properties

## Online - Blogging

4. Have a blog
5. Publish regularly (2-3X per week)
6. Pick 3 keywords and stick to them

## Submit Your Blog to Directories

7. Dmoz.org
8. Blogcatalog.com
9. Syndic8.com
10. Feedzilla.com
11. Allthewebsites.org

## Bookmarking Your Blogs and Sites

12. Digg.com
13. Reddit.com
14. buzz.yahoo.com
15. StumbleUpon.com
16. Technorati.com
17. Del.icio.us

## Social Media - Facebook

18. Sign up for Facebook
19. Get a free business page
20. Sign up for Friend Finder

21. Advertise your events on Facebook
22. Add your YouTube to Facebook
23. Sign up for Branch Out
24. Add Networked Blogs to Automatically Update Your Page

## Social Media - Twitter

25. Sign up for Twitter
26. Sign up for Twellow
27. Make sure to put # before your primary keyword when you tweet (i.e. #marketing)
28. Sign up for paper.li

## Social Media - LinkedIn

29. Sign up for LinkedIn
30. Advertise your events on LinkedIn
31. SEO your LinkedIn with your target keywords

## Social Media - Misc

32. Use hootsuite to update and schedule your social media
33. Feedburner to send RSS feeds
34. SocialOomph.com is good for updating also

## Online – Free Ad Sites

35. Add your ad to craigslist.com
36. Add your ad to backpage.com
37. Add your ad to usfreads.com

## Online - Good Community Links

38. BetterNetworker.com
39. SelfGrowth.com

## Online - Misc

40. Use SurveyMonkey.com to poll your clients
41. Visit online forums in your speciality
42. Sell products with your logo on CafePress.com
43. Comment on other people's blogs
44. Write an ebook
45. Ask your clients to give you great reviews online (Facebook, Yelp)

## Email

46. Write great headlines for your emails
47. Have links to your blog and other sites in your signature (facebook, twitter, linkedin, youtube)
48. Write an email newsletter
49. Free Trial to Constant Contact
50. Trial to Awber.com email database (\$1/first month)
51. Free email database (up to 100 contacts) – Mad Mimi

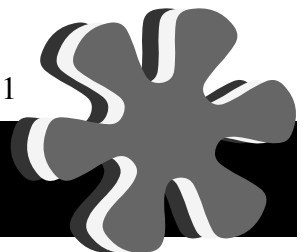
## Video and Photo sharing

52. Link all your videos back to your site
53. JingProject.com – make screen-capture videos (\$15/year)

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54. YouTube.com

55. Vimeo.com

56. Viddler.com

57. Video.yahoo.com

58. Video testimonials on your blog

59. Tube mogul

60. Photobucket.com

61. Flickr.com

### Free Web 2.0 Sites

62. Set up a Squidoo page

63. Set up a Wetpaint page

64. Set up a Hubpages page

### Submit a Free Press Release

65. Free-press-release.com (\$5)

66. I-Newswire.com

67. Prlog.com

68. 1888PressRelease.com

69. Newswiretoday.com

### Free Article Marketing Websites

70. EzineArticles.com

71. ArticlesFactory.com

72. ArticleDashboard.com

73. SearchWarp.com

74. ArticlesBase.com

75. Isnare.com

76. Buzzle.com

77. ArticleCity.com

78. ArticleAlley.com

### Free Blogs and Web Sites

79. Wordpress.com

80. Blogger.com

81. LiveJournal.com

82. Thoughts.com/free-blog

83. Blog.com

84. SosBlog.com

85. Sites.google.com

86. Yola.com

### Offline Ideas

87. Offer coupons for discounts

88. Offer to write an article in your speciality for local groups or papers

89. Call your database of past customers

90. Wear a nametag

91. Put your logo on your shirt

92. Send thank you notes when you meet a client or speak with them on the phone, include your business card

93. Put your URL on your car

94. Attend free networking sessions

95. Hold a seminar

96. Volunteer to speak at the Lions Club, Elks or Rotary Club

97. Write a book

98. Gather a group of complementary companies for a business expo

99. Make a punch list of your clients' problems & offer a solutions handout

100. Post flyers on free billboards

101. Put your business cards at area businesses

102. Have bookmarks printed with your company information to hand out

103. Tell everyone what you do and make sure to ask for referrals

104. Donate your product or service for a charity give-away

105. Ask your clients to do a co-

branded mailing, you do the work and they pay for postage

106. Go door to door and introduce yourself to potential clients

107. Make sure to mention your web address in your outgoing voicemail message

108. Attend networking groups, find them on Meetup.com

### Vistaprint Printing

109. Free business cards

110. Free car door magnets

111. Free pens

112. Get postcards printed and then hand them out

113. Make sure your Twitter and Facebook links are on your Business Card

### For Retail Businesses

114. Hold an open house

115. Put a sign out by the road driving traffic to your store

116. Ask everyone who buys from you for their email address

117. Teach hands on classes at your location

### Local Marketing

118. Yelp.com

119. Foursquare.com

120. Gowalla.com

### Simple Stuff

121. Give more than you said you would

122. Don't let technology stop you

123. Start today

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