

100 Free Marketing Ideas For 2019

Real Estate Agent Edition

Top Goals For 2019

1. Make good, better best goals
2. Make more money!
3. Focus (only) on what matters

REAL ESTATE AGENTS ONLY

Types of Video For Realtors

4. Subdivisions
5. Hotsheet screen captures
6. Walkthroughs (make interesting)
7. City tours
8. How to - home maintenance tips

Open Houses

9. Facebook/Twitter (local hashtags)
10. Door knock
11. Neighbor only invites
12. Laminate Your Listing Presentation (can't leave it, creates scarcity)

Brochure Box

13. Flyers with Cross Sell Listings
14. Make a listing advertisement

Email Marketing

15. "How do you do" email video
16. Wise Agent & Mailchimp integration
17. Real lead magnet (not a CMA)

Celebrate Anniversaries

18. Day they bought or sold with you
19. Birthdays (card, Facebook)

Testimonials

20. Get them at the closing table
21. Frame the question (how did we help you through the transaction)

Write A Guide

22. For your niche
23. For your neighborhood
24. Relocation

Too Sneaky For The Public

25. SEO your listing pages so the customers can find them
26. Retarget ads to just a listing page on your site

Business Basics

27. Pick a color
28. Logo or avatar

Know Your Customer

29. Pick a niche
30. Know your customer avatar
31. Market where they are
32. Analytics.twitter.com
33. Facebook > Insights > People

Get Help

34. Fiverr.com

Graphics

35. Canva.com
36. Picmonkey.com
37. Infogram.com (Infographics)
38. Easel.ly (Infographics)
39. Search.creativecommons.org
40. Make a quote a day graphic
41. Word Swag (social apps)
42. Camera+ (iPhone - \$.99)
43. DSLR Pro (Android - \$3.99)
44. VSCO (Editing)
45. BestFreeStockPhotoSites.com
46. Designevo.com - make logos
47. Fotofuze.com (plain background)

Audio / Video

48. YouTube
49. Vimeo
50. Video Email (www.useloom.com)
51. Screencast-o-matic.com (Free/\$15yr)
52. Lumen5.com (video from blogs)
53. Facebook Live
54. Instagram Stories
55. Podcasts
56. Google Hangouts
57. Teleseminars
freeconferencing.com

Video Meetings

58. Skype
59. Zoom.us

Blogging / Websites

60. Quora.com (post title research)
61. Sumo Me
62. Hellobar.com
63. Milotree (popup \$9)

Search Engines

64. Ubersuggest (keyword research)
65. Google Analytics
66. Google Search Console
67. Wincher (Wordpress)
68. SEOBook (Free Tools)
69. Keyword.io (keyword research)
70. AnswerThePublic.com

Website Monitoring

71. Compete.com
72. SerpStat.com
73. SEMRush.com

Link Shortner

74. Goo.gl

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75. Bitly.com

Content Marketing

76. LinkedIn Publisher

77. Medium

78. Guest posting

79. Google Trends

Social Media Websites/Apps

80. Facebook

81. Instagram

82. Twitter

83. LinkedIn

84. Pinterest

85. Snapchat

86. Whatsapp

Unpaid Social Media Ads

87. Targeted keywords & hashtags

88. Hashtags (Hashtagify.me)

89. Banners formatted for social
(wide, square, tall)

Social Media Tools

90. Bufferapp.com

91. Hootsuite.com

92. Klout.com

93. Later.com (Instagram)

Pinterest

94. Viral Woot

95. Later.com (Pinterest)

96. Tailwindapp.com (Free/\$15mth)

Twitter

97. Clicktotweet.com

98. Followerwonk

Finding Things To Post

99. Google Alerts

100. Paper.li

101. Bloglovin

102. Buzzsumo

103. Evernote (make a “library”)

What To Share

104. Interview industry experts

105. Infographics

106. How tos

107. Memes/Cartoons

108. Military shoutouts

109. Feel good stories

110. Cancer kids

111. Dog rescues (not lost dogs)

112. Cheesy sayings

113. Betimes and Afters

114. Kittens, kittens, kittens
(the internet runs on cats)

Email Marketing

115. Mailchimp.com

116. Drip.com

117. Professional email address

118. Newsletters

119. Free offers

120. Signature line

121. Rapportive

122. Video Fruit > List Goal

Automation

123. IFTTT.com

124. Zapier.com

MeetUps & Networking

125. Meetup.com

126. Chambers of Commerce

127. Print out flyers

128. Add to database (followup)

129. Amazing 30 second elevator
pitch

Holding Events

130. Free venues

131. Featured guest speakers

132. Tape for YouTube

133. Eventbrite.com

134. Collect the invite list

135. Partner to promote event

136. Free food

136. Sponsors to pay for food

Press Releases

137. Free-press-release.com

138. Local papers

Books & Documents

139. Kdp.amazon.com

140. Kobo.com/writinglife

141. Apple.com/itunes

142. Nookpress.com (B&N)

143. Smashwords.com

144. Slideshare.net

145. Grammarly

Referral Marketing

146. Followup plan (make it easy)

147. Thank you gift

148. Loyalty program

149. One-On-Ones

150. Find connectors

151. Send a thank you every time

Reviews & Testimonials

152. Business.google.com

153. yelp.com

154. LinkedIn

155. Facebook

156. Surveymonkey.com

156. Comment Cards

In Person Branding

157. Be interesting

158. Nametag

159. Shirt with logo

160. Pens

161. URL on car

162. Signature hat or handbag

163. Talk to people

164. Stickers

165. Call your database

Be A Speaker

166. Speak 4X per month

167. Handouts with offer

168. Tell everyone you are available

169. Put on social media profile

170. Helpareporter.com

171. Pitchrate.com

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Free Giveaways

- 172. Punch list
- 173. Bookmarks
- 174. Laminate something!
- 175. Popbys
- 176. Coupons for discount
- 177. Fishbowl (industry appropriate)
- 178. Doorprizes
- 179. Donate to charity

Direct Mail

- 180. Thank you/personal notes
- 181. Congratulations - wedding, graduation, new job

- 182. Saw this and thought of you
- 183. Loss or sympathy

Real Locations

- 184. Featured guest consigners
- 185. Ask for emails
- 186. Sign by the road
- 187. Teach hands on classes
- 188. Amazing displays
- 189. Host networking events

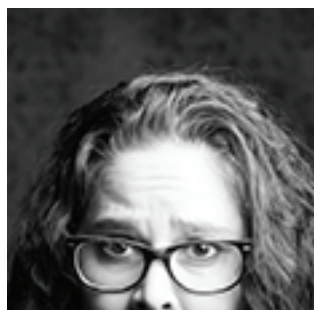
Collaboration Tools

- 190. Assana
- 191. Slack

New favorite! [Airtable.com](https://airtable.com) for spreadsheets

BONUS

- 192. Give more than you said you would
- 193. Don't let technology stop you
- 194. Start today...pick 3



Nice to meet you! I am Tara Jacobsen...:) I have been in marketing for 17+ years and I am pleased to help small business owners with my TOTALLY FREE, 100 Free Marketing Ideas Handout to help grown your business! These are not re-hashed, out of date concepts but have been updated for THIS YEAR.

I offer these 100 Free Marketing Ideas to anyone who wants them, with full rights to share them or send this link on to someone else who you thing could benefit from them! I only ask two things:

- If you use them and have great success, email me an let me know!
tara@marketingartfully.com
- Please do not take off the link to my website on the bottom of the pages
www.100FreeMarketingIdeas.com

A wee bit about me...

I have a husband, 3 adopted kids, Joesiah 10, Desy 12 and Britty 20. I have 2 dogs, 2 cats, 17 fish, a turtle (new!) and 1 lizard (it is not mine but I have to schlep to the store every few days for crickets so I am counting it!)

I have two Etsy stores, an Ebay store, do marketing for small business owners and employ three ladies to help me. I guess what I am trying to say is that you can do marketing even if your life is crazy busy!

If you like this list, you might like some of my other “stuff”!

Visit me at MarketingArtfully.com

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