



BACKGROUND ON BUSINESS

Seven Low-Cost Marketing Strategies For Your Business

(NAPSA)—There's good news for small businesses that don't have a budget for self-promotion, according to AllBusiness.com. One of the leading business sites, AllBusiness.com offers advice and solutions that help businesses succeed, such as these seven "guerilla marketing" strategies.

1. Press releases. Write and distribute press releases that are newsworthy and send them to newspapers, magazines and television and radio stations. If only one media outlet airs the story, you'll have free access to thousands of people. Design the headline to grab readers' attention in as few words as possible. Use active verbs. Get to the point quickly, with a lead sentence that will draw the reader into a convincing piece.

2. Trade shows. Renting space at a trade show can be expensive, but the best shows are a great way to build your business. Have plenty of promotional materials ready to hand out to interested people. When the show's over, follow up. Call your leads in order of importance but get in touch with all of them within seven days. Above all, keep every promise made at the booth.

3. The Internet. Establishing a home page for your business is relatively inexpensive and can reach many people. Use newsgroups that focus on areas similar to your line of business to draw attention to the site. Always include a phone number or e-mail address so interested visitors can contact you. If you are a retailer, consider putting photographs of your products online, even if you're not ready to let people order your wares over the Internet.

4. Direct mail. Direct mail results depend largely upon how much you're willing to spend on finding your target market and delivering quality materials to them. Few small firms are quali-



Small businesses don't have to blow their budget on marketing; inexpensive means of promotion are available.

fied to do their own direct mailings, so find a reliable specialist to do the work for you. Interview at least three or four mailing list vendors before you commit your money to a direct mail campaign.

5. Yellow pages. Remember to cross-reference your listing. If you do yard work, for instance, list your business under landscaping, maintenance and home improvements. You want your ad to stand out, so consider springing for a larger ad or perhaps even hiring someone to design it.

6. Public service. This is a great chance to do well by doing good. Sponsor the Special Olympics or participate in the Rotary Club Christmas Tree sale. Donate your product to local charities or speak to students at area schools about your business. All of these are terrific ways to position your company in a positive light in your community.

7. Games and premiums. Periodic prize drawings can help create interest in a retail store or other business. Promotional materials such as T-shirts, coffee mugs or pens emblazoned with your logo also help spread the word.

For additional information on marketing your business and saving money, visit the Web site at www.allbusiness.com.