

marketing zen

101 WAYS TO MARKET YOUR BUSINESS

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How to Propel Your Marketing and Transform Your Brand in the Digital Age*

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- 01 } Get a professional website. You need someplace to send all your prospects to!
- 02 } Add a blog to your current website. Your clients and prospective clients will appreciate the free information, and it will speak volumes more than just a brochure.
- 03 } Join your local chamber of commerce. It's a perfect place for networking with local community members.
- 04 } Create unique business cards and hand them out whenever you can.
- 05 } Give people two business cards - one to keep and one to give out.
- 06 } Write and submit articles related to your field.
- 07 } Speak on panels related to your subject area.
- 08 } Use your professional email address when emailing absolutely anyone.
- 09 } Comment on blogs in your field. Make sure your commentary adds value to the post.
- 10 } Add a signature block with your contact information on all outgoing emails.
- 11 } Offer yourself as a resource to local reporters looking for expert opinions.
- 12 } Pitch story ideas to local newspaper and magazine reporters.
- 13 } Write a regular email newsletter.
- 14 } Write guest articles for other people's publications.
- 15 } Give away a free report - like this one!
- 16 } Appear as a guest host on radio - online and offline.
- 17 } Make sure all your friends and family know EXACTLY what it is you do.
- 18 } Have a creative and clear answer to "What do you do?"
- 19 } Offer to teach a course at your local community college in your area of expertise.

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- 20 Get a laptop skin with your business name on it. <http://www.skinit.com/>
- 21 Learn to write great headlines for articles and emails.
- 22 Publish case studies after finishing successful engagements.
- 23 Ask for referrals from past clients.
- 24 Make sure all your children's teachers know what you do.
- 25 Send out holiday cards with your business information on them.
- 26 Register with local associations that are related to your profession.
- 27 Place free ads whenever you can. Craigslist is a great place to start.
- 28 Speak at local universities and colleges.
- 29 Leave copies of your free reports and articles on airplanes. (Best to tuck them into the Sky Mall catalogs).
- 30 Write white papers and distribute them among your clients and colleagues.
- 31 Host a free webinar. Give out free, practical advice.
- 32 Write letters to editors on topics related to your industry.
- 33 Attend industry conventions and seminars.
- 34 Attend industry conventions and seminars that your target market attends. For example, if you are a sales consultant, you can attend a "VP's of America" convention.
- 35 Staff an event. Sign on as a staff member or volunteer at a public event and network away!
- 36 Advertise in local school and church newsletters.
- 37 Write and submit press releases for every notable occasion. Don't ignore local newspapers.
- 38 Post your business cards on bulletin boards.

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- 39 } Donate magazines and books to libraries. Write in your firm's information on the inside cover.
- 40 } Remind clients of important dates. If you are an accounting firm, be sure to remind your clients when their taxes are due!
- 41 } Ask current clients how you can improve. Then, implement their suggestions.
- 42 } Forward articles of potential interest to your clients.
- 43 } Get a bumper sticker with your business name on it.
- 44 } Write letters of congratulations to other local business owners on their success.
- 45 } Never apologize about what you cannot change. Example: If you are a small firm, there is no need for an apology. Play up your strengths! Tell your clients about the one-on-one attention they will receive.
- 46 } Look for free listings in various directories. Get listed in as many as possible.
- 47 } Optimize your website with high-ranking keywords to attract search engine attention.
- 48 } Give out key chains or pens with your company name on them.
- 49 } Get on the morning show of your local channel by offering to share tips related to your profession.
- 50 } Create how-to videos and distribute them through YouTube.
- 51 } Invite a reporter to lunch and offer your expertise.
- 52 } Mentor newcomers in the field. You never know where they will be tomorrow!
- 53 } Next time you get an inspirational email forward, add your business information to the email before forwarding it along.
- 54 } Volunteer at a favorite charity. Network with fellow volunteers.
- 55 } Give away t-shirts with your business name and website on them.
- 56 } Donate prizes to charitable organizations or radio giveaways.

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- 57 Create and distribute a podcast on the topic of your choice.
- 58 Create a mastermind group with fellow business owners.
- 59 Join a Rotary Club or a Lions' Club.
- 60 Participate in online chats and forums related to your subject area.
- 61 Re-connect with old friends from college and let them know what you are up to.
- 62 Be a matchmaker - introduce people to others who might be able to help them.
- 63 Follow up with potential clients.
- 64 Handwrite thank-you notes.
- 65 Get on the phone and call potential leads!
- 66 Focus on specific clients and specific projects. Carve out a specialty niche for yourself.
- 67 Get a .com or .org website address.
- 68 Collect testimonials whenever you can.
- 69 Make it known that ALL LEADS ARE WELCOME.
- 70 Offer complimentary introductory sessions to those who may not be familiar with your work.
- 71 Host a party for current clients. Ask them to invite a guest!
- 72 Host a webinar.
- 73 Offer a money back guarantee.
- 74 Create a short, simple quiz for your business.
- 75 Spell-check.

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- 76 Write a book!
- 77 Learn to think like your clients. What is their greatest need?
- 78 Know your competition. Remember that your clients always have a choice. Why should they choose you over another?
- 79 Anticipate objections and have some answers ready!
- 80 Network locally through Meetup.com.
- 81 Network outside of your industry.
- 82 Offer free help.
- 83 Create and learn to tell the “captivating” story behind your business. People love (and remember!) stories more than anything else.
- 84 Talk about the benefits of your service, not the features.
- 85 Dress for Success! You are the physical representation of your business.
- 86 Accept credit cards.
- 87 Be open to learning new things. Like how someone markets their business? Borrow the technique!
- 88 Don't make assumptions about your clients - ask them!
- 89 Get a professional photo taken. Use it with all your materials.
- 90 Believe in yourself! Marketing is, in great part, about confidence.
- 91 Cross promote your business with someone who offers services that complement your own.
- 92 Submit your website to search engines.
- 93 Create a marketing plan and FOLLOW it.
- 94 Create a powerful self introduction.

- 95 } Upsell. If you think a client could potentially need something more, offer them the option.
- 96 } Think of yourself as a trusted advisor, rather than a car salesman. You are providing value that your clients need!
- 97 } Remember birthdays and major occasions in the lives of your clients.
- 98 } Keep in touch with people you meet. You never know where a lead can stem from!
- 99 } Don't discredit any encounter. Treat everyone with respect.
- 100 } Use Social Media Marketing. Join two online social networks and participate regularly. I highly recommend Facebook and LinkedIn.
- 101 } Use a comprehensive marketing strategy which involves online and offline marketing methods.



Known as the “Zen Master of Marketing” by Entrepreneur Magazine and the “Millennial Master of the Universe” by Fast Company, Shama Hyder is a visionary strategist for the digital age. As CEO of The Marketing Zen Group, she has led the organization through explosive growth, averaging 400% growth annually since its start in 2009.

Under her leadership, the company has grown to include a team of 30 employees, and clients that range from publicly held, Fortune 500 companies to privately-held small businesses and non-profit organizations across the globe.

She is the bestselling author of *The Zen of Social Media Marketing*, now in its 4th edition, and recently released her latest book, *Momentum: How To Propel Your Marketing and Transform Your Brand in the Digital Age*.

To receive a weekly dose of Zen marketing advice and curated resources guaranteed to elevate your business, sign up for the MZ newsletter today at <http://www.marketingzen.com>.