

Creative Advertising Ideas & Free Small Business Marketing Ideas

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Marketing Ideas to Boost your Small Business:

The effectiveness of a marketing idea can be assessed on the basis of the growth of your business.

Direct marketing: It is a form of marketing that involves planned recording, tracking and assessment of individual customer responses and their attitude towards a particular product. Direct marketing tools communicate directly to the customer through media, such as postal mail or email. Direct marketing is used to address your customers personally and can be tailored to meet the specific needs of customers on the basis of collected responses.

Newspapers: Print media can also be used to address customers. People believe in the credibility of newspapers and take time to go through printed material. You could invest in advertisements in your local newspaper on a weekly basis. Though it might appear to be initially expensive, it will definitely prove beneficial in the long run.

Open House: An open house is one of the best marketing ideas ever created! You could organize an open house or presentation at different venues to help promote your business. Try having a booth at career or trade fairs.

Online Yellow Pages: Online yellow pages have become very popular among the Internet savvy. They enable customers to find the services they need online. Due to the increase in the accessibility of the Internet, online yellow pages are used extensively to advertise goods, services and ideas. Though it is can expensive, online yellow pages could be used to advertise your business to thousands of people, all at one time.

Websites: You can and should design a website for your business. Having a website allows you to expand the scope of your business and reach customers that you wouldn't be able to otherwise.

Radio and Television Marketing: This is one of the most powerful marketing ideas, and also the most expensive. If you can afford it, radio and TV advertising enables you to market your business to millions of people at the same time.

Marketing Strategies to Complement Marketing Ideas:

Marketing strategies must be planned to complement marketing ideas for small businesses. You should consider the following:

- Be sensitive to the problems of clients.

- Target your identified market.

- Demonstrate considerable value for your product, ideas or services.

- Build and expand your network.

- Maintain and build new contacts.

Simple marketing ideas and effective marketing strategies enable you to excel in your chosen business.