

20 cheap and easy marketing and advertising ideas

Presented by
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I. Brand your company

- New/updated logo
- Positioning statement
- Website address



1990s



2012

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2. Use your new identity

- Print—Stationery, brochures, business cards
- Online—Website, Facebook
- Other—Vehicles, signage, uniforms

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3. Make sure you're on the same "page" and create a reference page for staff:

- Name, address, phone, website, e-mail
- Office hours and directions
- Logos
- Specials and promotions

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4. Use your e-mail signature to advertise
 - Logo
 - Contact information
 - Links to social media
 - Positioning

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5. Create memorable giveaways based on audience

- Facebook magnets
- Memo boards
- Personalized M&Ms

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6. Work with other local businesses

- Share coupons, flyers, ad space
- Distribute brochures
- Refer customers

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7. Partner with fellow self-storage companies with cooperative campaigns
 - Direct mail
 - Coupon books or offers
 - Print ads

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8. Create a workshop/seminar with local businesses and customize to audience
 - Business or medical office storage
 - College students
 - Apartment residents

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9. Create reminders for customers and potential customers all year long

- E-mail newsletters
- Small gifts (drop off in person if possible)
- Handwritten notes and phone calls
- Offers: Discounts, referrals, etc.

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10. Offer an exclusive incentive to your current customers

- Notify them via e-mail or other contact methods
- Offer to upgrade to a larger size unit

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11. Leave good information for consumers during off hours

- Unit size and rate information
- Contact information and business hours
- QR codes

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12. QR codes

- Activate a number of phone functions including e-mail, instant message and text message; link to digital content on the web
- QR code generator, such as www.beQRious.com

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13. Church advertising or sponsorships

- Inexpensive
- Lends credibility to your business

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14. Create a contest

- Generate PR
- Bring people to your place of business
- Help a local organization
 - Food or clothing drive
 - Local school fundraiser

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15. Become an expert

- Speak at local events
 - Networking meetings
 - Local chamber meetings
- Guest columns in newspapers, magazines, blogs & website articles

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16. Get a compliment, ask for a testimonial
 - Video testimonials—website and sales center
 - Written testimonials—brochures and website

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17. Buy lunch, explain your business and ask for referrals

- Real estate offices
- Apartment offices
- Human resource offices

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18. Thank customers for referrals

- Money, credit on account or gift cards
- Thank you dinner
- Use as spokespeople (events & testimonials)

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19. Listen to your staff and customers

- Answer questions in your marketing that are often asked by customers
- Involve staff in marketing ideas, decisions and implementation

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20. Update your website

- Modern and professional = trustworthy
- Broad screen simplified layout
- SEO enhancements
 - Use headings, titles, alt tags on photos
 - Get inbound links
 - Add video
 - Articles about related topics

Questions?

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All Seasons Communications

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