

Online

Website Content

Write industry articles - become an expert
Use keyword tools to choose potential subjects
Post these to the many article directories
Include your signature and URL each time
Add them to your own site, for fresh content

Micro-Sites

Separate specific niches into their own sites
Register new keyword relevant domain names

Viral Marketing

Flash Games
Screensavers
Flash E-cards
Desktop wallpapers
Useful industry tools/resources/downloads
Send to a friend facility on your website
Include an incentive e.g. a monthly prize draw
A quiz based on questions about your company

Blogs

Write a regular Weblog
Users will subscribe via an RSS feed
Get listed in RSS feed directories
Search engines will like the fresh content

Email Stationery

Every email you send will be branded
Include your web address and services

Email Newsletter

Build an opt-in subscriber list
Find relevant partner companies with a newsletter
Allow them space in yours for an ad or article
In return you get the same exposure in theirs

E-books

Write an E-book available as a PDF
Collect users Email address before download
Freely distribute it and list it on E-book sites
Allow others to pass it on

Online - External

Online Business / Social Networking

Ecademy.com, Ryze.com, LinkedIn.com etc
Sign up, create a profile and get involved

Pay-per-click Advertising

Google Adwords/Video ads, Overture, MIVA

Banner Advertising

Animated GIFs
Flash banners

Broadcasts

Fax, Email, SMS broadcasts
Purchase opt-in lists

Podcasts

Speak about your business
List in iTunes and podcast directories
Include a sting or jingle to identify yourself

Your Website

Well designed Informative
Visually appealing Easy to navigate
Quick loading Accessible

It must also encourage visitors to contact you on arrival
If it is not ALL of these, you need to review it...

Natural Search Engine Listings

Work on in-bound links and link exchanges
Create keyword rich landing pages
Remember content is what the engines want

Discussion Forums

Create a signature with your link
Post liberally on industry related forums
Same applies to blog comments - don't SPAM!
Receive traffic and inbound links

Directories

Submit to your specific industry directories
Submit to general Internet directories

Offline

Affiliates

Find partner companies in relevant industries
They send their clients to you for your service
Set up a commission scheme
Word of mouth referrals from previous clients

Promotional Items

For example put your web address on pens
Leave them everywhere and give them to everyone

Answerphone Message

Mention your website and key services

Press/PR

Get your articles published in the press
Press releases for new products/promotions

Pay-per-call Advertising

Yahoo, MIVA.com

Direct Mail

Send out a formal letter, postcards or brochures

Networking

BNI, Ecademy, BRE meetings
Hand out cards and speak about your business

Meeting/Sales Aids

Powerpoint templates
CDROMs
Custom screensavers
Leave branded USB keys with your presentation on

Lead Generation

Telesales/marketing and lead generation campaigns

Print this out and pin it up.....
and make sure you do some of these every day

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