

## ONLINE

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### Affiliate Away

Do you have an affiliate scheme? If not do some research and get cracking.

### Banner Wizardry

Get standard sized banner ads ready in case you find free places to advertise.

### Viral Marketing

From Flash Games to viral short films. Get these built and pimp them round to build awareness and traffic.

### Pimp Your Network

Get onto Ecademy, Ukbusinessforums, LinkedIn, Facebook, Myspace etc and build a presence so you can network with likeminded folks.

### Link Love

Find businesses who compliment your company and swap web links on each others sites.

### VODcast and PODcast

Get recording and move your company messages into the digital age.

### Online Public Relations

Use the free press release submission sites to make sure your press releases get spread around the web.

### Search and Submit

Make sure you are listed on every directory and search engine possible.

### Free Competitions

Run free entry competitions that drive traffic to your website by being picked up by competition sites.

### Email Sig's

Every little email you send should carry your branding or at least a signature.

### Search Engine and Social Ads

Pay per Click, Facebook and MySpace adverts. All these can be focussed on your target audience and need not cost the earth.

### Article Writing

Get scribbling. Organise your industry musings into neat looking articles and submit them to the thousands of article places on the web

## Your Business

### Key Phrases

Identify what words and phrases people will use to find your sight using search engines and make sure they feature in your site content

### On The Blog

What better way to keep your site fresh than with a blog? Post all your latest news and help build your corporate image.

### Newsletter

Why not write a monthly or bi-monthly newsletter? Build up a subscriber list and then mail out with special offers.

### Who Are Ya?

Put a face to the name. Don't just use corporate images, show them your offices/workspace and tell the browser about you.

### Magic Words

Content is king, make sure your website is packed with loads of relevant content such as articles, white papers, industry leading thoughts.



## YOUR WEBSITE

### Contactability

Not a real word but hey!, its our show! Does your site clearly show how browsers can get in touch? Prominent phone number/email address?

### Build Browser Confidence

Would you want to do business with your website if you were not the owner? Got an address on there? Not PO Box though. Low or free call number? Is your company number in your footer?

### Distress Some Advertising

Mags and papers sell ad space off cheaper when it is nearing the print deadline. Make the most of it, never pay rate card.

### Buddy Up

Find companies who you can partner with and swap marketing material to pass to customers.

### Make the Most of Your Office

Put ads on the side of your office, where legal to do so. Maybe on the windows. You never know who goes past.

### Image is Key

Does your answer phone message inspire confidence? Do you pick up in three rings and answer the correct way?

### Press Releases

Try and do at least a press release a month to your target media about your business.

### Direct Mail

Find the names and addresses of your target market and write out to them with good sales letters.

### Flyer the World

Dress up in a costume and go flyer the town in high footfall areas.

### Branding Impressive?

Logo looking slick? Catchy slogan and brand?

### Shake Hands with A Winner

Get out to your local business networking events and meet with other businesses from your region. 4Networking, Face2Face etc.

### Tele Marketing

Follow up your direct mail by calling the people to try and convince them to buy your products or services.

### Know Who Can Help You

Need a mentor? Want some free growth advice? Try Business Link, CBI, FSB etc.

### Free Adverts?

Got your name in Yell and Thompson? It is free!

### Calculate Your Budget

Work out a monthly budget of what you can afford to spend and use it on the areas that give you the best return on investment.

### Be Consistent

By planning what is going to happen and when, you can ensure a consistent message repeatedly hits your target market.

### Run, Measure, Tweak

Run a marketing campaign, analyse the results and tweak it to improve ROI next time.

### Fire at Will

Try to run your campaigns in sequence so you always have messages out there, e.g. Month 1 and advert, month 2 PR, Month 3 Direct Mail. This will keep you in your audiences mind.

### Get help Where You Need It

You won't be an expert in every area. Get outside help where you can afford to and you feel you need it.

### The Proof is in the Reading

Proof every piece of copy to ensure there are no spelling misquakes.

### Plan of Attack

Write a monthly plan that shows which of the elements from this page you will use, AND STICK TO IT.

### How Did You Hear About Us

By asking this question you can assess what marketing campaigns have worked the best for you.

### Plant a Positive Seed

Use quirky creative campaigns to plant a positive seed in the recipients mind. Research shows making someone smile with your creative helps win them as a client.

## TOP TIPS

## OFFLINE

# 10YETIS