

**HOW TO INCREASE
YOUR LOCAL BUSINESS'**

SALES

IN 15 MINUTES A DAY

73 Ways to Market
Your Local Business
in 15 Minutes Per Day



The Local Edge



Presents:

How to Increase Your Local Business' Sales in 15 Minutes Per Day

I don't have time for marketing my business! That is the #1 reason I hear from business owners concerning why they don't do more marketing. And sadly, I know that it's true! Business owners don't have any "extra" time, they are wearing too many hats and always putting out another fire. Some might say that's just the nature of being a business owner but I don't buy into that thinking. Every business owner can and should find/schedule/make at least 15 minutes per day to promote new business as well as retain their current customers.

If you are here reading this eBook, you are probably in that position. It's not just you and it's not your fault. The days of putting an ad in the yellow pages and maybe running a newspaper ad are gone. But... there are things you can do in just a few minutes per day that will keep new customers or clients coming in the door and at the same time helping you keep the customers you've already got.

Marketing isn't something that will serve your business well if it is just done haphazardly and inconsistently. Further, if you are reading this eBook, you're probably tried many marketing strategies but since there's no time to be consistent about it, you're just not seeing the kinds of return on your investment that you hoped for from the marketing dollars you have spent. Well, you know the old saying... things won't change if you keep on doing what you've always done.

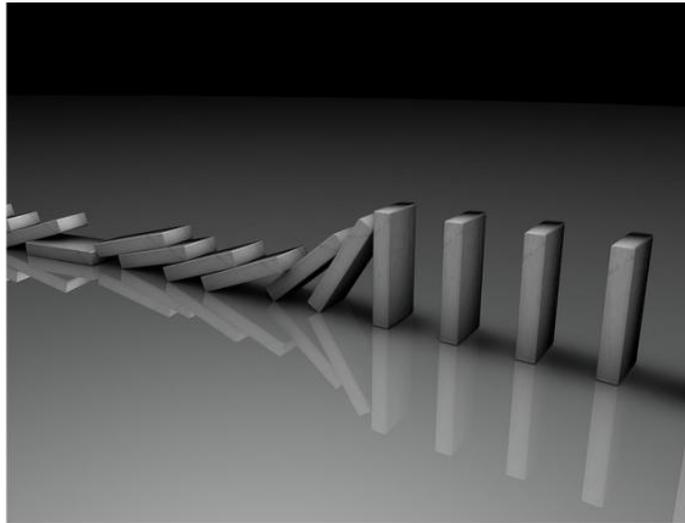
As local business owners we can't expect to grow our businesses by only exposing our businesses to the local community when we think we have "extra" time to do it and honestly, if that is your situation, and you are a business owner who has to wear a lot of different hats every day, you're never going to have the "extra" time in your schedule to do it consistently.

That said, this is especially true for local businesses because unless you have a LOT of money to spend on marketing in order to build a brand, it's a very tough job! That's because our customer's, with their busy, noisy, and complicated lives, are easily distracted and confused. They are bombarded with advertising from every media source trying to sell them something and they are being pushed in every direction at once.

Sure an ad here and a promotion there might bring you a few dollars over the time of the promotion is running but then what? The key is to DO something for them that they value! Staying at the top of your customer's minds by offering to add some value to their lives and not just sell them something, is what will set you apart from your competition. That is what they are looking for, they need help with their problem and helping them to find the solution to their problem, and then being there afterward is the key to sales (getting them in), referrals, and customer loyalty (keeping them coming back).

People are in such a hurry to launch their product or business that they seldom look at marketing from a bird's eye view and they don't create a systematic plan.

Dave Ramsey



Ok but HOW????

There are only two ways to remedy the problem. The first solution is for you to make marketing a priority and commit to *making* the time then consistently scheduling your marketing as part of your daily work. The second way is to hire someone to do it for you.

This eBook is for both of those groups to a certain degree.

If you're going to hire someone... we hope this eBook will serve as a guide for the kinds of things that you can expect from a marketing agency like mine who specializes in local marketing and we welcome the opportunity to meet with you to discuss what we think are the best practices and strategy's for getting you the greatest return on your investment.

If you are going to hire a staff member to do your marketing, you'll find many ideas and you can begin thinking about which of these ideas is a good fit for your business and what kinds of skills the person or agency you hire will need to have.

If you're going to do it yourself.... Find the ideas in this eBook that you want to start with and develop a "system" for trying each strategy for a period of time so you can see what's working for you. If you try too many different strategies at once or you'll never know what's really working and what isn't.

Either way, we want to offer value to you and your business by sharing with you some of the less time consuming ways you can market your business in the time you do have. Not all of these will be a good fit for every business and depending on what products or services you offer, some of these ideas won't work for your business. Take what you like and leave the rest or be bold and try something totally different than you would usually do. The main point to this eBook is that local marketing doesn't have to take hours out of your day. In fact, most of these suggestions are things you can do in as little as 15 minutes a day.

Before we begin,

This is so Very IMPORTANT to local business'!

Do you know what people are saying about you online? Be sure to check out our page on what you need to know about optimizing your [Google Business Listing](#). It's important that you get that right. For local businesses, it can mean the difference between being found online or not! I've added a reminder for you at the end of this ebook as well.

Ready?

Here we go!

1. Customer service. Think about this – technology gives you the opportunity to offer better customer service by engaging with a customer or potential client who gives you a shout out or asks a question on social media, (and don't forget that their friends/followers are seeing it too!). Engaging with customers can certainly be done within 15 minutes a day!

**We're
here
for
you!**



Another customer service related tip is when you're handing customer service via email messages, make sure you have an email signature that has your business information listed in the signature. Include a link to your website, your contact information and a link inviting them to connect with you on their favorite social media platform.

2. Know your blog stats. Spend 15 minutes every week to check out your blog stats. It's important to know information such as what keywords are being used to find your website and/or product pages, and what content on your website is being viewed the most. This information gives you inside information into exactly what your market wants. And then it's up to you to give them value by creating even more content based on this information. Doing this will help



ensure that you're providing them with fresh content you *know* they want.

3. Read a trade blog. Set aside 15 minutes to read a current trade, industry, or niche blog written by an expert in your field of expertise. Be sure it's not a local competitors blog, find someone bigger than that. Then, take it a step further than just reading. Leave 2-3 minutes so that you can comment on the content. There are two purposes for this strategy. First, you'll be marketing your business because you'll be able to include a link to your business, along with the name of your city, giving you some great local SEO (Search Engine Optimization) in the comment section and two, it also gets your name in front of industry leaders (this is especially important if you're commenting on content that belongs to big influencers in your specific niche). And don't forget to bookmark the site so you can engage with the author if they reply to your comment.

4. Join an online forum. Take some time to research different online forums. Find one where your target market hangs out and join it. Most online communities will let you add a signature line. Use this space to add a link to your website, your name/business name. Then spend time each week visiting the forum and interacting with the other users.

5. Pinterest. If you market to women, you must sign up for a free Pinterest account and make sure your profile includes a link to your website, brief business description, an image of yourself and whatever else you believe your customers would want to see. Not only is this a great way to market your business, it's a fun way to interact with your target market. Pinterest is like a big bulletin board where you get to pin things onto the "boards" you create. Set up some fun boards – let your market get to know you. If you love animals for example, create a board and pin pictures of your own pets, your favorite breeds, memes, humorous quotes etc. But don't forget to also create a business board where you can market your business by posting blog posts, products you're selling, etc. And don't forget, it's also about interacting with other pinners to – leave a comment on a pin they shared, re-pin something they shared. Women love this social media platform and most are guilty of spending more time than they should there!

Pinterest



6. Facebook. The country's favorite social media platform!

Facebook



Take the time to set up a Facebook "page" for your business. Keep it separate from your personal Facebook profile. After you've created the page, add a few posts to it before you start looking for others to like. Keep in mind that from your business page, you can only like other pages. Again, keep in mind Facebook is an excellent place to offer value to your customers or potential customers. You shouldn't always be



promoting your business. Use the 80/20 rule here. Your posts should offer value to the lives of your followers 80% of the time and promote your products and services just 20% of the time. Don't mess that up or you could actually lose people.

The 15 minutes a day you spend on Facebook should be more about building relationships with your followers, not about self-promotion. Keep in mind people buy from those they know, like and trust. Facebook is a great place for customers and potential customers to get to know you! Share valuable information, interact with them and they'll keep coming back.

7. Twitter. Here's another social media platform that gives you a free marketing platform. Once you create your account, edit the profile section and add a link to your website as well as a brief (you only get 160 characters) description about you/your business. Then start connecting with people like your customers, potential customers, your competitors, your network of professionals in your area, etc.

Twitter



Spend your 15 minutes a day wisely. In the beginning it's a good idea to spend this time finding people to connect with (like just mentioned) and interacting with them. Instead of just following someone, why not send a Tweet to them. Something like "hey @username, great tagline (photo, blog post, whatever). Looking forward to following you." Engage with them, Retweet their stuff. When you Tweet, remember to keep the marketing/promotional stuff to a minimum.



8. LinkedIn. Going along with the social media theme, LinkedIn is another platform where you can market your business for free. This is a valuable platform if your business is a B2B business. LinkedIn now offers business pages but there are some requirements your personal LinkedIn profile must reach first before you're eligible for a business page. [Read those requirements here](#). But your personal profile will work just fine if you don't meet those requirements. Once you have an account set up, edit it to include a description about your business, a link to your website, your skills, etc. Spend 15 minutes participating in some of the many LinkedIn groups where you believe your target market spends time too. Comment on posts, answer questions, etc. Groups are a great way to find people to connect with and add them to your connections (FYI: LinkedIn calls them connections not friends).

LinkedIn



Google+



9. Google+. Google+ is Google's social media platform. That alone makes it important enough to learn about.

In most cases, you aren't going to find your local customers and clients wanting to interact with you here.



There are really more computer geeks here than anyone else but using it to create strategic posts will help you rank in Google's search engine for the keywords you use in your posts very well. Make yourself a great profile for this platform, add some interest groups, circle some people in your industry, and check in here once a week to comment on some interesting posts.

10. Return on Investment. Now that we just covered a bunch of social media ideas for marketing your business, it's important that you spend time tracking your efforts. Remember that 15 minutes you need to spend on a weekly basis learning about your website analytics?



You must know what your ROI (return on investment) is!

If you find that you're not getting any interaction or traffic from your Pinterest efforts, then maybe you need to stop focusing on that one and instead focus where you are seeing the most ROI. Part of marketing your business every day, is knowing where/how to best spend those 15 minutes a day.

11. Live event Q&A sessions. If you're at a live event most of them offer Q&A sessions after a speaker/session. Take the time to ask a relevant question. Why? These are usually recorded and before you ask your question you can say your name and your website URL. Quick and easy way to market your business. Those in the room with you will now know who you are/what your website URL is and anyone that purchases the recordings and listens at a later date will hear the same info.

12. Attend live webinars. This is another way to market your business quickly and easily, not necessarily in 15 minutes a day, but still worth your marketing efforts. During the Q&A session (most webinar presenters always provide a time for questions) chime in. If you have the opportunity to 'take the microphone' and talk, do this because your name and URL will be said out loud and the recording will pick it up. Sometimes, if you put a question in the chat section, a webinar presenter will state your name/URL but it's better if you can say it, so it's pronounced properly.



13. Facebook ads. When it comes to marketing your business to a very targeted group of people, Facebook ads are an affordable and natural choice. They're great for a special product, time-limited item, a webinar invite, or a loyalty program such as a birthday club. You can also use them to increase the number of likes on your page increasing your exposure. Whatever you decide when it comes to Facebook ads, keep in mind that you have to have a goal you want to achieve before designing your ad. And then don't forget to include a very clear call to action – people have to know exactly what you want them to do when they see this ad

14. Repurpose previously written content. If you're already blogging, set aside 15 minutes to go through some of your old content and find ways to repurpose it. Maybe that means you rewrite it, create videos, write a report to go with it, record a podcast episode – it doesn't matter, just do something with it so that you can use it to market your business.

RePurpose



15. Share old content on social media. All that old content that was just mentioned, aside from repurposing it into fresh, new content, you can and should also use it to market your business. Depending on the amount of content you have, every day or so, take time to share some of the old stuff on social media. Maybe focus on one piece of content each day. When doing this, just remember to tweak things a little when posting to your different social media sites so that followers, who are connected with you in more than one place, aren't seeing the same thing on each site. That's just boring.

16. Blog. This is really where the magic happens.

Blogging is THE ONE most essential parts of your marketing plan – and if you aren't doing it, it should be. This is probably the #1 most important thing you can do in marketing your business.

Think of your blog as the foundation of your internet presence. This is the source of everything else you do. Now if you don't like to write, there are a few other options but if you like to write spend your 15 minutes writing a blog post. If you don't like to write, you can either use PLR (private label rights) articles and just give them a quick edit to give them a personal spin.

The second option is to use a ghost writer. A little more expensive but still affordable for most business's marketing budgets. There is a third option to creating your own content, but you should be careful here.



It is what's known as content curating. This simply means finding something you think is share worthy and valuable to your audience and you write a brief post about it, quote something from the content you're sharing and then link to the other site.

17. Handout business cards. I personally subscribe to the "only give your card out if you are asked for it" philosophy but some business owners claim that handing out business cards is a great way to market your business. When you're in line at the grocery store, start a conversation with the person next to you in line; leave cards on bulletin boards; remind others to pass them along to anyone who might be helped by your services or products.



18. Car magnet or decal. Speaking of going out in public and handing out business cards, why not use your car as a big business card? Have a magnet sign with your name, business name, website link and contact information. This is a great way to market your business over and over without you having to do anything other than stick the magnet or decal on your car.

19. Google Alerts. There's more to Google alerts than just knowing when people mention your name or business. You can set up these alerts to notify you every day about a specific keyword, keyword phrase or name that you want to keep an eye on in your market. These alerts can be used to generate content ideas, show you where to post a comment (if it's a blog post or article), and more. Google alerts are also a great way to monitor your online reputation. Whether people are saying something positive or negative about you, it gives you a chance to go and interact with them.

20. Reach out to past customers. Spend 15 minutes a day for one week to design a "reactivation campaign" to bring in customers who haven't been in for a while. Craft one or a series of email messages letting former clients know that you miss them. Offer them something for coming in again. A great time to reach out to them is if you are releasing a new product or have a new service available.



Don't be afraid to take it a step further and make things even more personable, too. Follow-up with a phone call and ask what's been keeping them away. More than likely you won't be bothering them, they'll be tickled that you went above and beyond normal customer service and took the time to reach them on the phone.

21. Word of mouth referrals from current customers. Get others to market for you! As a consumer, you know that whether you have a good or bad experience with someone (or a store, restaurant or other business) you're likely to talk about it. This is even more so in this day and age with easy access to social media sites like Facebook, Instagram, Twitter, and more. So let your satisfied customers do the marketing for you by giving word of mouth referrals, testimonials and social media shout outs. Give them an incentive to spread the word – maybe offer a referral fee if you're a service provider or an affiliate commission if you sell products.

22. Reach out to potential clients and customers. Reach out to your target market – those potential clients and customers you would love to have as a customer. You can do this in 15 minutes a day by finding their websites, forums they hang out in and social media groups they're a part of. Once you know where they are, take 15 minutes and visit those places. Don't just lurk though. You can't market yourself if you're not interacting. Take an interest in them, their problems and things they share. Take the time to answer their questions and offer assistance where you can. You have to show them there's a reason to visit your site/buy your product/work with you.

23. Email marketing. Don't forget the most important marketing method there is – email marketing! Email is still responsible for the highest percentage of sales in online sales. It's important to remember that and to always be actively working on building your mailing list.

Create something you can give for free in exchange for your prospects name and contact information. I refer to this as “the irresistible offer.” Then create strategies (reasons) to stay in touch with them via email on a consistent basis. Putting yourself in front of your subscribers regularly helps them remember who you are. And also gives you the opportunity to market your services, products, affiliate products, share great content and more.



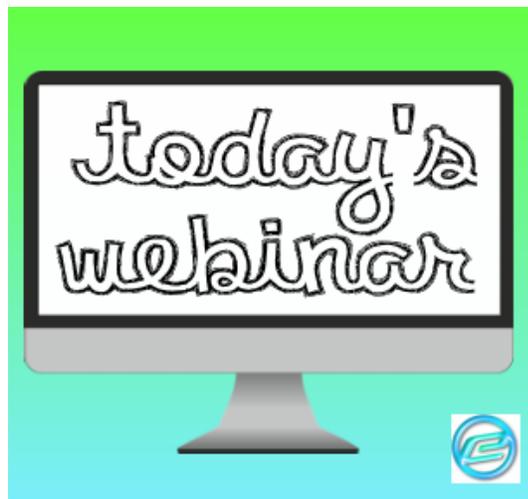
24. Connect with the “big guys” in your industry. Spending 15 minutes a day researching the big influencers in your industry can lead to some huge opportunities for you in the future. Of course, it's not just a matter of researching them and finding out who they are and where they hang out. It's important that you take the time to start interacting with them, too. A great place to start is by signing up for their mailing list. Then connect with them on social media sites. Once you have started building a relationship with them, you can reach out to them about the possibility of guest blogging for them or appearing as a guest on their podcast, etc. Whatever you do, don't reach out to them without first knowing a bit about them and how they conduct their business so that when you approach them you can provide a win/win situation for the both of you.

25. Guest blog. There are a lot of marketers out there in the blogosphere who are happy to accept guest posts. Don't make the mistake of just approaching every Tom, Dick and Harry though. Instead, take the time to find relevant bloggers in your niche and then approach them. In just 15 minutes a day, you could email several of these bloggers with your pitch of a guest blog idea. Make sure it fits with the information they share with their audience. Once you get the go ahead to guest blog, create valuable, high-quality content. This is an excellent way to market yourself to a whole new audience that might not have found you otherwise.



26. Attend live events. This isn't something you can do in 15 minutes a day but it's still an important part of marketing your business. Live events mean you'll have to travel. Some are out of town and even require overnight (or several nights) stays. But don't discard this idea. Not only are they a way to get yourself out there in front of people you might have interacted with otherwise, they are the perfect opportunity to build relationships with others in your niche. You never know who you might meet at a live event. There are all sorts of possibilities with the different people you'll meet.

27. Host a webinar. There's no rule that says you have to host a 60-minute webinar, although most of them are. You can scale this back and do whatever works best for you. You'll need enough time to do what it is that you plan on using the webinar for. Example: if you are writing a new book, host a webinar to create some excitement about it.



If you're launching (or just launched) a new product, host a webinar to tell people about it and maybe even give attendees a sweet deal on it.

Webinars are the perfect way to deliver a powerful message and then throw a little marketing/promotion in at the end.

Whatever you do, don't make the entire webinar a sales pitch. That's the quickest way to send people running for the hills!

28. Pitch yourself to podcast owners. Part of your 15 minutes a day marketing plan should also include researching possible podcast appearances you could make. Possible podcast owners to look for: your competitors, podcasts in your area of expertise or something that aligns with your expertise. Remember; don't just blindly pitch yourself to someone. Meaning, make sure you read through their guest guidelines and follow any rules they have before your pitch

them. Put the time and effort into creative an effective pitch – something that makes you sound like someone they just have to interview.

29. Read a book. Then share a gold nugget you picked up from the book. Post that gold nugget on all your social media platforms. Better yet, why not whip up a quick blog post about the book and then share a link to that post on social media.

30. Facebook likes. Today's 15 minutes could be used to go to your Facebook page and then find your favorite companies and like them. While you do not like them with an expectation that they'll like back, many businesses will. You could even spend a few minutes writing a post on their Facebook page about why you like them. Include a link back to your page and invite them to check you out.

31. Keywords. Spend 15 minutes, asking your customers who found you online what they searched for to find your business. Keywords play a huge part in marketing your business. It's important that you spend time researching the terms people, your customers specifically, use to find the information and products you offer. What words do they Google? I bet they aren't the words you think they are! You might not think this has anything to do with marketing your business but it has a great bearing on your Search Engine Optimization strategy. Keywords are one of the markers that Google uses to find your page. It's a bit more complicated than this, but to make it as simple to understand as possible, you could say that keywords work together with search engines to find what the user is searching for.

So in simple terms, when your website is optimized, and the keywords on your website's pages match the same terms the user is using to find something, your page will be listed in the search results. Where you are listed in the search results, is determined by many other Search Engine Optimization factors as well, but keywords are an essential part of your search marketing strategy because this is how your target market will find you.

32. Submit a press release. If you're not a great copywriter, a press release may seem challenging to write. But don't throw this marketing idea out. You can always hire someone to write it for you and then you can spend your marketing time, submitting it and promoting it. This is a great way to market your business and also increase your credibility and visibility. It's pretty easy to submit to online directories but don't forget to also reach out to your local media outlets and see if they'll accept your press release too.

Keywords & SEO



33. Offer open phones. For this tip, you'll need more than 15 minutes because each call you take should be about 15 minutes. This is an excellent way to market to potential customers by



letting them call you with any questions they may have. Don't worry about closing a deal while on the call. Get their permission to send them a follow-up email and in that email you can summarize what you talked about and then mention a service or product you have that can help them.

34. Facebook Q&A session. I love this one! Offer yourself for 15 minutes, once or twice a week, at a specific time, so that people can post a question for you and you'll answer. Let your market know that you'll answer as many questions as possible within that 15-minute timeframe. Remind them, if you don't get to their question today, you'll be back again

another day. This is not only a great to market yourself, but it's an easy way to get your audience engaged with you!

35. TED talks. These usually run about 18-20 minutes, so you may want to set aside a little more than 15 minutes every day for this one. Choose from one of their 1800+ talks [here](#). After you watch it, hop on over to your social media sites and share something you learned from it. Check out the speaker's bio for a link to their website and then see if they have any social media information on their site. If they do, follow them on Twitter, connect with them on Facebook. Check out their website too and see if they have a blog and if they do, skim through things and see if you can find any other information of theirs you might like to comment on or mention on social media.

36. Research potential sponsorship opportunities both online and locally. Are there any events going on that your target market would be participating in? If so, contact the event organizer and see if they are looking for sponsors and if so what is the cost, etc. If it fits into your budget, sign up to sponsor it. If it's a live event, make sure you have business cards, flyers, and other marketing materials ready to go. If it's an online event, they'll probably list you as a sponsor and link back to your site.

37. Social Media Events. One thing that seems to go over really well on social media sites, specifically Facebook, is when you invite your audience to share links to their sites, or links to their pages. You've probably seen things like Fan Page Friday or Twitter Tuesday. These are ways for business owners to encourage their audience to interact with them and others. It also gives them promotion, which we're all looking for

Social Media Events



a little free promo now and then. Maybe you don't want to offer Fan Page Friday. Instead, maybe you want to offer your audience the opportunity to share a link of theirs every day. Maybe one day you could ask them to share a link to their favorite piece of content, a link to their favorite product, etc. You decide!

38. Respond to blog comments. If someone took the time to not only read your content, but actually write a comment about it, you better take the time to respond back. This shows that you value their time, that you do see the comments and respond back. It could also be a way to engage in a little conversation with a reader. When you respond back, maybe ask them a question – something that will get them to respond back to your response to them.

39. Yelp. Yelp has over 60 million users and over 20 million reviews posted (at time of writing). That says a lot about why you should have your business listed on their site. It may not need 15 minutes a day of your time, but it's worth setting up an account and getting your business listed. Your Yelp listing will help local people find your business. Make sure you take the time to respond to anyone who leaves a review about your business.

40. Visit your local library. Spend some time in their magazine section. Grab a magazine that you normally would never think of picking up and spend 15 minutes flipping through it. After you've done that, think about if you could create a blog post about something you learned that would benefit your audience. Or maybe it wasn't blog post worthy, but there was something you gleaned from it that would be worth at least putting a quick social media post up. Whatever you decide to do, go and do it.

Podcast



41. Podcast. Start your own podcast. Maybe you won't do a podcast episode every single day, but when you do it, it can certainly be done in 15-20 minutes (or longer if you choose). Not only is this a marketing ploy, but it's also an excellent way to establish yourself as an expert.

42. Local media. You have to be a little cautious when pitching any media outlet – both online and offline. Before you pitch to your local media outlets, you have to decide whether or not you even have something newsworthy that is worth pitching. Do you offer something no one else does? Do you have a product or service that is trendsetting? These are just a few of the questions you can ask yourself in order to decide if something is worth pitching to the media.

43. Niche sites. Research some niche sites in your market. Once you find them, comment on their content, follow them on social media sites and start interacting. Share some of their content with your audience. The key is get them to notice you and then once you've started interacting with them, approach them to guest blog or have them guest blog, etc.

44. Publicity. Create a page on your website called 'in the media' or something along those lines. When you appear on a podcast, a media outlet references you, you guest post somewhere, or otherwise appear in public, be sure to add the information to your media page. Then it's time to start creating some social buzz about that publicity. Share it on social media. Ask friends to share it for you. Brag about yourself!

45. LinkedIn groups. There are a lot of groups on LinkedIn. Research them and find ones that are related to your niche. These groups will have your target audience hanging around. Show that you're an expert in your industry by answering questions and providing helpful information.

46. Facebook groups. Because anyone can quickly and easily create a Facebook group, you'll find them targeting just about everything you can think of. Spend some time researching groups and find a handful of ones that are niche specific and join them. Once you are added to the group make your presence known by commenting on things others posts, answering questions if you can, and providing value in other ways. The key is to stand out as an expert but do it in a way that isn't self-promotional or pushy.

47. Google hangouts. It's pretty simple to set up a Google hangout and broadcast live. This would be a great way to market your business by inviting potential customers to join you and ask you questions about your products and services. Let them get to know you while seeing your face and hearing your voice. If you're too "shy" to do a live hangout, you can do one with just yourself and then publish it to your website and invite people to view it there.



48. Group giveaways/partnerships. These can be a huge success and more than likely you've seen big group JV partnership event before even if you didn't recognize it as such. This is where a group of people will join together and each of them will give away a product (or even sell all the products and services together at a special price). This usually works well when the niche has many players.

For example, in the wedding niche, the players might be: a wedding planner, a venue, a florist, a DJ, a cake shop, and a photographer. Each would promote the other and each would give something of value to the targeted

Group Giveaways



market. If you have an opportunity to participate in something like this, it can be a good way to market your business. In addition, many times, the bigger benefit of doing something like this would be the opportunity to build your mailing list.

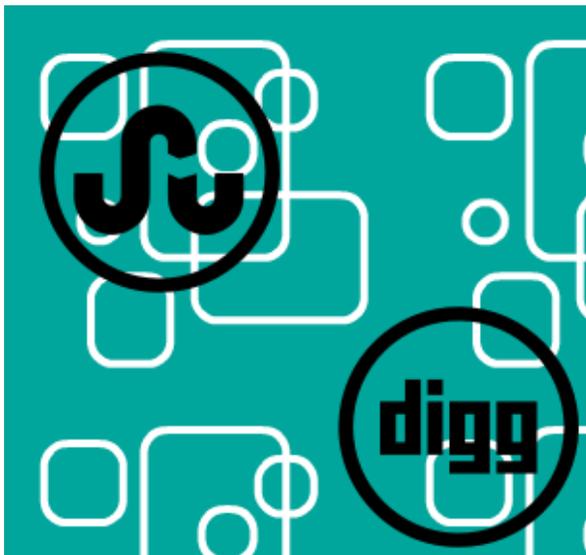
49. Stationery. Creating some notepads that have your business information on them is a fun way to market your business. Hand them out at a networking event, when you're out and about in public. Use them as thank you gifts for customers. Get creative – leave them at your local library, leave a few in the waiting room of your doctor's office.

50. Ask for product reviews. Research some bloggers in your market that could help get the word out about your product. Once you've compiled a decent sized list, start reaching out to them and finding out if they would be interested in reviewing your product in exchange for an honest review/testimonial of it.

51. Hashtag. It used to be that a hashtag (#) was only found on Twitter. Now, they've carried over into other social media platforms as well – Facebook and Instagram both use them, too. Create a hashtag for your business, a product, service, etc. and then when you're marketing on social media sites, be sure to use it. Let your customers and social media followers to use it too.

52. Site directories. Add your site to some of the directories. A few of them that you can submit your site to are: [Google](#), [Bing](#), [Link Directory](#), [LinkBook](#)). There are a lot of other directories out there, but this is a good start. Note: some of these directories are free resources and others are paid resources.

53. Guest bloggers. Make a list of bloggers that would be a good fit for sharing content on your website. Start reaching out to them and find out if they would be interested in writing a guest post for you. Make sure that you provide them with a reason why that guest blogging for you would be worth their time and effort – do you get a large amount of traffic to your site, is your social media following large, etc. They need something to 'entice' them to put forth the effort to giving you content.



54. StumbleUpon. If you're not familiar with them, they're a social bookmarking site. Users add things to their profile based on what they like. It's an excellent way to drive more traffic to your online content and with 20 million users, there's a *potential* for your content to go viral. Top 10 (or other list type) posts tend to catch the eye of users, so keep this in mind and create some high quality, valuable list type posts for your blog. If you aren't interested in putting time into actively using StumbleUpon yourself and just want it for promotional purposes, they do have what's called Paid Discovery where you will pay 10 cents for every click through to your site. But why pay

when you can spend just 15 minutes every day being an active StumbleUpon user instead?

55. Digg. Digg is just one more quick and easy way to market your business and get more traffic to your website. Submit your blog posts to Digg by entering the URL of it and a brief description. Make the description one that creates interest so people will want to digg it. Other people can also submit content for you – ask friends or others in your industry to submit something of yours and don't forget to return the favor!)

56. Chamber of Commerce. Check out your local Chamber and find out about joining. This is an excellent way to not only get involved in your community, but it's a great way to market yourself locally. Once you join, attend the events and network. Anytime new members join, make it a habit to introduce yourself and follow-up with them, make them feel welcome. It's a sure way to make someone remember who you are.

57. Paid advertising. Research some influencers in your niche and find out if they offer advertising on their website. Most sites, if they have advertising options available, have an advertising link on their navigation bar so it's usually easy to know right away. Don't just research big influencers in your community; spend some time looking at other options – sites that your target market would also hang out at. For example, if you're a weight loss coach, you could advertise on a site that is about self-help. One of the most common forms of advertisement website owner's offer is a 125 x 125 button they'll place in their sidebar.

58. Craigslist. When you think of Craigslist you probably think of buying or selling things on a local level. Most people don't think of it as a marketing platform for their business. But it can be. If you're hosting an in person event, promote it through the Craigslist event listings option. If you're not doing an event, but have a digital product you'd like to sell, create an ad. Make a plan for how you'll use Craigslist as a marketing tool. Don't just go in and create a bunch of ads. Be creative and think about the areas you want to market to. And remember, they also have a strict no spam policy so make sure you're following their rules when setting up your ads.



59. Classified ads - online. This tends to be something a lot of marketers don't think about or overlook. You can use sites like http://dir.yahoo.com/business_and_economy/classifieds/

Submit classified ads to market a new product or service you've just released, a giveaway you're doing, etc.

60. Classified ads – offline/local. You can also use your local newspapers to post classified ads. Use it to promote a new service or product you're offering. Create an ad to promote signing up for your newsletter. If you're hosting a giveaway or contest, create an ad for that. Don't forget to track your results. It's always important to know what kind of ROI you are getting on your efforts!

61. Giveaway old books and magazines. Instead of just throwing out old magazines you have, why not donate them? And before you drop them off at a local doctor's office (or salon, hospital waiting room, dentist, auto repair shop waiting room, etc.), make sure that you have a label on there with your business information listed. This way anyone who picks it up might see that and want to check out your website. Do the same thing for old books you're going to donate.

62. Affiliate program. One of the 'easiest' ways to market your business is by offering an affiliate program so that others earn a commission if someone purchases through their link. Make it even easier for them to do the marketing for you – create some affiliate tools and resources (ready-to-go emails, Facebook posts, Tweets, etc.) so they can just add their affiliate link and then share it.

Affiliate Program



63. Apparel. Have a shirt designed with your business logo or website information on it. When you're out in public wear the shirt and market without even thinking about it. There are other alternatives to a shirt, too. You can have baseball caps made, sweatshirts, scarves, book bags, coffee mugs (although that doesn't fall under apparel), and more. Get creative! Give them to family and friends and have them wear your marketing message, too.

64. Email signature. A very important strategy. Every day millions of emails are sent. You probably spend a lot of time emailing with customers and potential customers. So don't forget the email signature line. This is valuable online real estate.

Your email signature



Be sure to include a link to your website, your contact information, invite them to connect with you on social media, sign-up for your list and more.

I found a video that is a great tutorial on how to create an email signature in Gmail.

Click [here](#) to watch it.

65. Speak at a local networking event. Public speaking isn't on everyone's to-do list and if you're afraid of doing it, you're not alone. It's one of the most common fears people have. But, if you have the opportunity to showcase your expertise by speaking at a networking event, get up there and do it. One of the quickest ways to show people you're an expert in your niche is by being invited to speak at an event. And once the talk is over, you'll be able to have face-to-face conversations with potential customers and interact with others. And honestly, there's nothing better than in-person networking!

66. Host a giveaway. People like winning things so why not host some sort of giveaway on your site? Maybe you'll have something for first, second and third place. But don't forget everyone else that participates too. Maybe give away a free report to everyone. Giveaways create a lot of buzz so it's an easy way to market your business.

67. Make a slideshow. Slideshows are a way to give your audience another way to learn from you. Remember, not everyone learns the same way so the more ways you can give people to consume your content, the better. With sites like [Slideshare](#), you have a platform to easily share a slide show presentation as well as all sorts of other content such as videos and PDFs just to name a few. The point here is to make sure that the information you share is branded with your business name.

68. QR code. In today's technologically advanced world, more and more people use smart phones. This gives you the opportunity to market in a whole new way – with QR codes. You've probably seen one before. They are little black and white square boxes that you scan with your mobile device. Essentially a QR code is a shortcut. Instead of someone having to type a URL into their browser, they can simply scan one of these and it will take them to the website, Facebook page – whatever the person has set the code up to do.



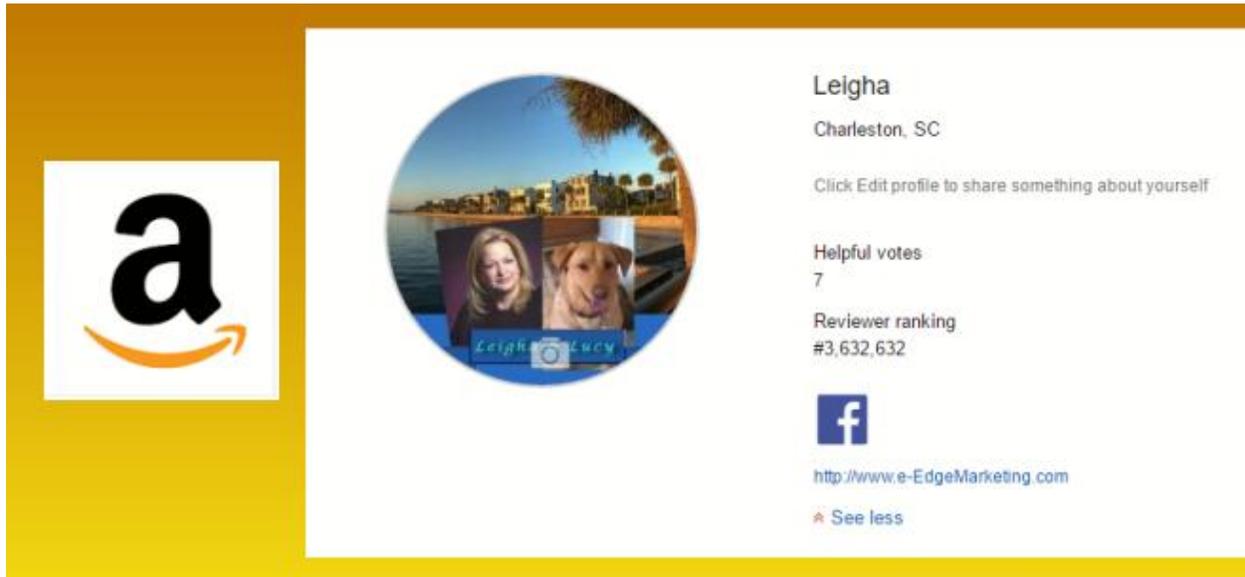
Try it out and see how it goes. Set one up to send people to your mailing list opt-in landing page (you do have one of those right?), your Facebook page, whatever – just test out this marketing option and see what happens.

You can quickly and easily create QR codes by using sites like [QR Code Generator](#) or [KAYWA QR Code](#), just to name a few. Note: if you're going to use QR codes, please make sure that whatever URL you are pointing someone too is optimized to be viewed on a mobile device!

69. Solo email advertisement. Another valuable way to market your business is to purchase a solo email mailing. You'll have to spend some time researching this one. Find others in your niche market and reach out to them to see if they offer the option to purchase a solo ad to be sent out in one of their newsletters/mailings. Keep in mind, a lot of people are very protective of their lists (as they should be and you should be too!) and are cautious of doing things like this

especially if they don't know who you are or what your product is. This is why it's a good idea to build some sort of social media relationship with them and join their mailing list too.

70. Amazon reviews. Did you know you can set up an Amazon profile and edit it to include a picture of you, a brief description about you, a link to your website and more? This is an easy way to market your business. Once you have the profile set up you can spend 15 minutes a day leaving reviews for books you've read and items you've purchased. Why? Because when you do, if people see your comment and are interested in learning more about you, they can click on your name and it will take them to your Amazon profile. [Here](#) is where you can learn how to set up or edit your Amazon profile.



71. Local business reviews. After you visit a local hair dresser, restaurant, retail store, etc. find out if they are listed anywhere online that you can write a review. The purpose of taking the time to write a review? While you're helping others by sharing your experience (a lot of people make a decision to visit a place by the reviews they read), you're also doing a little marketing for yourself by putting your name/information on the review.

72. Twitter lists. Set up a list in Twitter (you can make it public or private) and add influencers in your target market. These are the "gurus" you want to keep an eye on and see what they're up to, the leading experts. Share their content once in awhile and just stay up to date on new things they're doing, what's working for them and what's not. You can learn a lot from those that are further ahead in business than you are so pay attention.

As you can see from this list, marketing your business can be done in as little as 15 minutes a day. The key takeaway is that you have to consistently market your business. It's all about putting a little effort into it each and every day to get your name out there, build relationships with those around you and showcase your expertise.

73. Article marketing. Article Marketing has been a marketing trend for several years however some people say article marketing is doesn't work as well as it used to and I agree. There are still others who still rely on it heavily as a way to market their business and increase their traffic. Only you will be able to tell if you're getting a good ROI on it. There are a lot of article submission directory sites out there, the most popular being Ezine Articles. You'll have to narrow it down to a handful of sites or you could spend hours submitting articles.

Keep reading, we're almost done!

In conclusion

You can increase, double, or even triple your sales by simply committing to doing a better job of marketing your business. Start with 15 minutes a day and have fun with it!

You'll find that not every strategy mentioned here will work for your business so choose the ones you think are the best fit for you and work at it.

We will be updating this guide from time to time and we will notify you by email when that happens.

In the meantime, we would be honored to have you follow us on our [Facebook](#) and [Twitter](#) pages. We try to share something with you every day that will help you grown your local business.

Best,

Leigha



P.S. This is IMPORTANT:

Be sure to check out our page on optimizing your [Google Business Listing](#). It's important that you get that right. It can mean the difference between being found online or not!