



# 10 low-budget marketing ideas for small businesses



## 1. Content

The content should educate or entertain your audience and should be SEO-optimized. Original content that adds value to the lives of your customers wins.

## 2. Contests and Giveaways

Contents and giveaways are an easy way to attract new business and reward your existing customers. You may offer a free item that is relevant to your business.



## 3. Customer Referrals

A customer referral program rewards customers for spreading the good word about your business. It's an excellent way to reach your desired target audience without much effort on your part.

## 4. Email Marketing

It is a highly effective tool to keep your customers updated about your business, deals and offers. You can even use emails to send newsletters with customer shoutouts.



## 5. Infographics

Infographic is ideal for featuring visuals and statistics but with less written content. Make it attention-grabbing with easily digestible information.

## 6. Loyalty Programs

Loyalty programs provide customers with benefits against repeat business. You can customize your loyalty program to best suit your marketing strategy.



## 7. Networking

Choose networking events based on your industry and customer base. Treat networking opportunities to offer help to others and you'll be well-rewarded.

## 8. Social Media

It is important to select the right platforms for your industry and business. Make sure you remain consistent in your usage of the platform.



## 9. Video marketing

Everything seems to be moving toward videos. It is quite easy to create quality videos and don't forget to create a storyboard and dialogue.

## 10. Volunteer

Most consumers prefer a socially conscious company. Either volunteer as a team or let each team member choose a cause of their choice.



# Lowbudget Online Marketing For Small Business

**Chao Zhang**



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