



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

Susan C. Awe



Lowbudget Online Marketing For Small Business:

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