

The Modern Girl's Guide to Marketing Your Business Online



25 No Cost Ways to
Boost Your Business
Right Now!

By Jackie Nees
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Get Ready to Jump Start Your Business!

If you are reading this you've probably already started your business or you are planning on launching one soon. First let me say congratulations! You've taken an enormous step toward creating the life of your dreams. That being said, it can be overwhelming trying to figure out how to make sure everyone knows about your business, especially if you're on a limited budget. With the state of the economy these days, nobody wants to think about shelling out any more cash than they have to. But why should that stop you from living the life you deserve?

There's good news! I'm here to tell you that you don't have to spend a lot of money to market your business. In fact, in some cases you don't have to spend **ANY** money! I want to share with you some of the marketing strategies that I have found to be the most helpful in promoting my business simply by using the Internet and a little brainpower.

I've personally used about 70% of these strategies since launching my business and am currently in the process of implementing the other 30%. Within three months of applying these ideas I was able to quit my "day job" and run my business full time. I can happily say I am now making more money than I was at my last office job and the only money I've spent on marketing so far is to set up my website and get my business cards printed.

As women we have an advantage in business because in one form or another, we are natural communicators. We know what we want, we know what we don't want and we know how to get our point across. The Internet is loaded with ways to do exactly that. You just need to know where to look and put in a little time and effort along the way. The rewards will be worth it. I hope you find these tips helpful as you set out to market your business. I'd love to hear how you're doing. Please feel free to drop me a line at jackie@integrityofficesolutions.com and give me your feedback. If you've got a great marketing tip not listed here, I'd love to hear that too!

Here's to your success!



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Marketing Tip #1 – Start a Blog

I didn't want to start off by saying "create a website" because these days it's pretty much a given that you should have a website before you do anything else with your business. **(if you haven't created your website yet, please do that right away! Even if you're not ready to launch yet you should at least register your domain name before anyone else takes it. If you are not a web designer or don't want to hire one, you can build a website quickly and easily with a service like GoDaddy)**

Ok back to the blog. Many people get intimidated by the idea of starting a blog (a.k.a. a web log). I'll admit I was one of those people until just a few months ago. I kept hearing about how a blog would benefit my business but I had no idea what I would write about. What's more I had no clue who would even read the thing once I started it. We'll get to those concerns in just a second but for those of you who may not know what a blog is, let me explain.

Think of a blog as a mini website. Each week (or however often you'd like) you write in it kind of like an online journal. If you can use a word processing program like Word you can blog. Just think of a topic on something you'd like to write about and simply write. Use a service like **Blogger** or **WordPress** which are both user friendly and make blogging easy.

Your blog can have a theme (i.e. gardening tips) or it can be a general platform with many different topics. Many people have a personal blog and a business blog. I highly suggest doing the same. If you're going to blog on business topics that relate to your particular business it's great to have personal anecdotes woven throughout your posts however, it's best not to get too personal. Stay focused on your topic and think of who you're writing too. Keep in mind what you want others to know and how it might help them. **(*TIP: Keep your blog very conversational. Write the way you would speak. This is a great way for people to get to know your personality as they get to know more about your business.)**

More on blogging:

1. **Make sure your website address and contact info is on your blog**
2. **Include a way for people to subscribe using an RSS reader or email**
3. **Include a list of blogs you like to read. If you're new to blogs check out a blog directory like technorati.com and search under your favorite subject. You'll find a whole list of blogs you can check out. Choose the ones you like and add those links to your own blog. Email the owner of the blog to let them know you love their blog and have added it to your "blogroll". They will be flattered and might even reciprocate the gesture.**

Marketing Tip #2: Use Social Networking to Promote Your Business



The Facebook logo, consisting of the word "facebook" in white, lowercase, sans-serif font on a dark blue rectangular background.



What the heck is social networking and why should you do it? Social networking is simply networking online with other professionals using sites like Facebook, LinkedIn or Twitter. Most social networking sites are free or have a free basic membership. Once you join you can set up your profile, add your photo and/or logo and begin networking. It's that easy!

Social networking happens to be my favorite subject because it is how I have obtained the majority of my clients. I recommend it to everyone because it costs nothing more than time to participate and even if you don't get new customers or clients right away you will still end up with contacts that will be invaluable as you build your business.

Social Networking Tips

- 1. Start building your contact or "friends" list by adding people you know. However once you have the people you know, branch out and find people you don't know. You are doing yourself and your business a disservice by only listing those that you already know. Seek people who have similar interests, who's business you are interested in or those who you think may benefit from your business.**
- 2. Don't network simply with selling in mind. Networking is about building relationships. You should concentrate first on establishing the relationship and secondly on your business. Nobody likes to hear sales pitches all the time. Talk about yourself, your interests and hobbies. Ask other people questions about the same. When someone asks what you do, then you can feel free to talk about your business.**
- 3. Answer questions whenever possible. Sites like LinkedIn have a Question and Answer section where people can post a question and receive answers from other members. This is also a great way to let others know who you are and what you do. You will begin building credibility as an expert and will soon begin gaining new contacts and even inquiries about your business by simply answering a question.**
- 4. Aim for quality not quantity. Many people approach social networking with the goal to gain as many contacts as they possibly can. If someone requests to be your contact and you see that they have two or three thousand contacts RUN THE OTHER WAY! You are simply a number to them. When seeking new contacts, look for people that interest you or that you can learn from.**

Maintain the integrity of your contact list by having a strict policy. My personal policy is this:

I will add someone as a contact if they are one of the following:

- a. A real life friend, colleague or client
 - b. A member of an online group I belong to and I deem them to be a valuable contact personally or professionally
 - c. A referral from one of my current contacts who I deem to be a valuable contact personally or professionally
 - d. Some I find interesting and can learn from
5. Stick to 2 or 3 social networks. Any more can be overwhelming and cut into valuable productivity time. Set aside 30 minutes to an hour each day to do social networking.
6. Contribute something valuable. People want to get to know you but they really don't care what you eat for dinner every day. While it's great to incorporate personal stories into the conversation, keep in mind that people's time is valuable and they want something of substance to read. When you post ask yourself "is someone going to find this interesting or beneficial?" If not, it's probably best as a private message to one person or not at all.

The following are some of the social networks you can find me on:

Twitter: www.twitter.com/jrnees

LinkedIn: www.linkedin.com/in/jnees

Facebook: <http://www.facebook.com/profile.php?id=587013995&ref=profile>

Savor the Success: <http://www.savorthesuccess.com/member/jackie-nees>

Ladies Who Launch: <http://network.ladieswholaunch.com/member/jnees>

Marketing Tip #3: Give Something Away on Someone's Teleseminar

With all the social networking you've been doing chances are you've got some contacts that are doing teleseminars. Teleseminars are seminars that are given over the phone. Callers use a special phone number and access code to attend.

I am personally a big fan of teleseminars. The nice thing about them is that not only are they usually free, but if you register and cannot attend for some reason you are usually emailed a recording of the call to listen to later. Most of the time, you have the option to download an mp3 version of the recording which is very helpful because it allows you to build a library of teleseminars on different topics that you can listen to whenever you wish. **(*TIP: Load your iPod with these types of calls and learn while you work out or clean the house)**

When you start getting to know the people that give these presentations, offer to let them give away some sort of promotional gift on the call. They win because people will sign up for their product to get the freebie and you win because people will be introduced to your company.

Giveaway Ideas:

1. **Special Report (like this)**
2. **Ebook (read on to learn more about ebooks)**
3. **Discount on product or service**
4. **An hour or two free toward your services**

Marketing Tip #4: Write Articles



You may have heard the term “Article Marketing”. Article marketing is writing articles and submitting them around the Internet for distribution. In addition to the actual information in the article, there should also be something called a resource box. This is a little blurb at the end of the article about you and your business with a link to your website and maybe a special offer. Some people include their photo as well.

If you’re not a writer, you may be intimidated by the idea of writing articles but don’t be. It’s not as difficult as you think. If you’re in business you are obviously knowledgeable in whatever your business entails. The first key to any good article is giving people something of value, whether it’s how to do something or how to solve a problem. Another key to getting your articles read is breaking them into digestible chunks with headings, bullet points and/or numbered lists. Think of five to seven tips on any topic and you’ve got yourself the beginnings of an article. **(7 Tips to [fill in blank here])**

One highly recommended site to get your articles published is www.ezinearticles.com. You just need to sign up for a free account. You are allowed to submit 10 articles as a new member and if your articles meet their standards, you could qualify for a “platinum account” which allows you to submit unlimited articles.

Writing articles is one of the easiest ways to build credibility and earn the esteemed title of “expert”. You can even reuse or “repurpose” your articles later for use in newsletters, ebooks or other publications.

Marketing Tip #5: Guest on an Online or Offline Radio Program

The Internet offers so many wonderful ways to get noticed. One of the newest trends is online radio programs. Many people now host radio programs online to build a following. You may run across these people in your networking efforts. When you do find someone who hosts a radio program, offer to be a guest on the show. Most people will gladly say yes as they are always looking to book new and interesting people to appear on their show in order to continue building their listenership.

Your opportunities are definitely not limited to online shows. Consider contacting a physical radio station or the host of your favorite radio program. Send them the link to an online radio shows you've appeared on so they can get an idea of what you are about and how you come across in an interview. Chances are you could land an interview on their show which could give you even more visibility! (***Tip: Consider giving something away to the listeners or send them to your website to download a free giveaway like a report or article**)

When you land a spot on a radio show **PROMOTE PROMOTE PROMOTE!** Tell everyone about it. Send a personal email to friends and family, tell your clients, talk about it on your social networking sites (and don't forget to include the link). The more you announce what you're doing, the more people will have an opportunity to tune in!

Marketing Tip #6: Start Your Own Radio Program



It's never been easier to be the star of your own show-**radio show that is!** With free sites like www.blogtalkradio.com you can host your own daily or weekly radio program! Find something you are passionate about and want to talk about and sign up! Invite contacts you've made through networking to guest on the show. They would love the opportunity to showcase their business. **Including yours truly! 😊**

Shows typically last thirty minutes or so and even offer a chat option in many cases for listeners to ask the guest questions and interact. The show is archived on the website following the broadcast and can be listened to on the radio site or downloaded as an mp3 file.

Radio Tips:

1. **Promote your show on your website or blog**
2. **Promote your show in social networks that you belong to**
3. **Put the link to your radio show in your email signature**

Marketing Tip #7: Start an Ezine

(*Note: This is the one tip that could start out free by using Outlook or whatever your current email program is, but I recommend upgrading to a paid service as soon as possible.)

Ezines (**pronounced e-zeen**) or newsletters are a fabulous way to build your list and gain credibility in your industry. The great thing about ezines is that they don't have to be elaborate. People make the mistake of putting too much information in their ezine or newsletter. You will quickly lose people's attention if you bombard them with too much information.

Your ezine can be on any subject but should relate to your business in some form or another. Start off with a short personal story or message to your readers. This gives you a human quality that readers are looking for. Next include a resource or tip that you think your readers would find useful or helpful in some way. Finally include a short article on the topic of your choice. If you didn't want to write the article yourself you could hire a VA to write one for you or even use an article you found to be helpful from a newsletter you subscribe to. ***A note about using other people's articles: Make sure you have permission! Many authors will put a statement at the end of their article or newsletter that says the information can be reprinted as long as you include their information at the end of it. Please Please Please never attempt to pass off someone else's work as your own. Not only is it against the law but it will crush any credibility you've already built and ultimately hurt or diminish your business altogether.**

Be sure to include the following information on your ezine:

1. **A way for subscribers to opt in or out of your newsletter**
2. **A way for subscribers to contact you**
3. **A link to your website**

Also, **ALWAYS** make sure anyone you send your newsletter to has requested it. If not you run the risk of being flagged as SPAM and you definitely don't want that when you're trying to build your business.

Email services to try:

1. **Constant Contact (www.constantcontact.com)**
2. **Aweber (www.aweber.com)**
3. **IContact (www.icontact.com)**
4. **Vertical Response (www.verticalresponse.com)**
5. **MailChimp (www.mailchimp.com)**

Most offer a free trial between 15-30 days so you can use it and "kick the tires" of the service to make sure it meets your needs. If you decide to sign up it is typically a low monthly fee of around \$15-30 or so depending on the size of your mailing list.

Marketing Tip #8: Do a Teleseminar

Teleseminars are a fantastic way to build your list and your credibility. They also allow people to sample what you are about without much commitment on their part. You're thinking "yeah right, I'm just getting started. Nobody's going to sign up for my teleseminar." That's where you're wrong! People are hungry for information. Especially **FREE** information.

Simply do a 30-45 minute presentation on what it is you do or offer. Invite a guest or joint venture partner to do it with you if you aren't comfortable doing it yourself. Try not to think of it as presenting information to a lot of people. Think of it instead as talking to one or two close friends on the phone about something you are passionate about. It comes across more authentic and less "sales pitchy". Once you have a mailing list, even if it is a small one you should start thinking about teleseminars. Once again people will view you as an expert and you'll be able to take your business to another level than with traditional marketing efforts.

Note: There is usually a small monthly fee associated with a service to host your teleseminar but many companies like www.gotomeeting.com offer free trials so you have nothing to lose and new clients to gain!

Marketing Tip #9: Collect Testimonials

Do you have raving fans? You know, people that have tried your product or service and can't say enough about it? Ask them for a testimonial! People are usually more than happy to offer up a testimonial when they love something. It doesn't require much effort on their part and it could mean more business for you!

A good rule of thumb is to do business with someone for at least six months before requesting a testimonial. This gives them a chance to really experience you and what you have to offer and this way they won't think you're using them just to get a testimonial.

When you request a testimonial, ask the person giving it to word it using a "before and after format." **"Before working with XYZ Widgets, our business was struggling and we were unsure of our future. Since we started working with XYZ Widgets our sales have increased dramatically and we are looking ahead to a bright future thanks to using their product."**

By using the before and after statement, people can see clearly that using your product has helped someone else and they are more likely to want to try it themselves. **(*TIP: Instead of having one testimonial page on your website, scatter your testimonials throughout the website. By doing this, when people visit they will see evidence of why they should use your product or service on every page.)**

Marketing Tip #10: Write Press Releases

Writing press releases is a great way to get attention, not just from the media but by others who may be in need of what you are offering. The Internet makes it easy to distribute press releases quickly and easily and in most cases **FREE!**

You should ideally write a press release whenever you have something to announce regarding your company, including and especially LAUNCHING your company.

Make sure your press release includes the following information:

1. **A compelling headline. You want to grab people's attention and read it**
2. **Your contact information at the top – this is so important because for people who don't have time to read the entire release, if you've grabbed their attention within the first couple of sentences you want them to know right away where your contact information is without having to scroll down for it.**
3. **The Date of the release and your city and state.**
4. **Also be sure to include who you are, what you are offering or announcing, why you are doing so and how people can take advantage and contact you.**

Try to keep your press release at one to two pages. Being too detailed will lose people's interest. Give them enough of a tease and then tell them to visit your website for more details.

You could submit your press release the old fashioned way by faxing it or mailing it to the media but thanks to the Web there are countless press release submission sites that you could use instead. Here are just some of them. You could search "free press release submission" on Google for a more extensive list.

- <http://express-press-release.com> (offers both free and paid service)
- <http://www.prlog.org>
- <http://i-newswire.com/>
- <http://www.free-press-release.com/> (offers both free and paid service)
- <http://www.1888pressrelease.com/>

Marketing Tip #11: Write a Special Report

A special report (like the one you're reading now) is a document that you write to give people valuable information on something related to your business. A report can be anywhere from one or two pages to thirty or more depending on the size of the information you are providing.

Unlike an ebook which is generally much larger, a special report does not go into too much detail. Instead it offers enough information to be useful but not so much that you've given people everything they need to know. Keep in mind that these reports are usually free so you don't want to spend too much time putting them together.

Use special reports as a way to get people to join your mailing list. You can also give them away on radio programs or teleseminars as previously mentioned.

If you have several special reports that you've written over a period of time you could combine them into an ebook to sell on your website.

Special Report Tips:

1. **Make sure the information is relevant to your business**
2. **Present the information in a way that is helpful to the reader**
3. **ALWAYS make your documents into a PDF before sending out or uploading onto your site. This protects your work and prevents anyone from altering it.**
4. **Use color and graphics. Make it fun to read. After all, it is a "special" report. ☺**
5. **Put your website address in the footer of every page**
6. **Make sure your contact information is on the last page. Include a short bio about you, and add your name, company name, website address, email address and phone number if you choose.**

Marketing Tip #12: Write an Ebook

Gone are the days where you had to write a book, try to find an agent and hope a publisher liked it enough to print it. With today's technology, you could write a book in a few days and have it visible to the world the same day you finish it! I'm talking about ebooks.

An ebook is a must for anyone who wants to be considered an expert on something and create a powerful online presence for their business.

Think you can't write an ebook? That's what you said about articles and you're doing that now right? RIGHT? If not please go back to the section on writing articles! 😊

Think of an ebook as a series of articles on a particular subject. The articles become "chapters" and can be put together in a sequential format just like a real book.

The first step to writing an ebook is to think of a topic to write about. Ask yourself what your audience wants to know. Or better yet, ASK THEM! Use your social networking skills to ask your contacts questions about what they would like to know about something. Start making a list. Chances are you'll get enough different responses to get ideas for your chapter titles without having to think too much.

After you've got your list in order start writing! Use the Internet to do research on topics you're not sure about. Don't forget to include links for your sources. You could even include a resource section at the end of the book for more information.

When you are finished, make the entire document into a PDF. Once again, make sure you have included your contact information in the book. Create a jpg of the cover to put on your website as a small image that people can click on and order.

The price for your ebook will vary depending on the topic and size. Do some research to see what similar books are being sold for online and price your book based on your findings.

Ebook Tips:

- 1. Offer one of your special reports as a free download with purchase.**
- 2. Take a chapter from the book and offer it as its own special report as a thank you to people who sign up for your mailing list.**
- 3. Put an excerpt from the book on your website or blog and let people know they can read more by clicking on the link and ordering the book.**

Marketing Tip #13: Sign Your Posts with Your Contact Information



Whether you are answering a question on an online forum or making a comment on a blog, always sign your post with your name and website address, even if your profile picture and information is listed next to your post. Search engines pick up these types of posts almost immediately. The more your name and website are attached to something the more easily they will be found in search results on the Internet. You can make it easier on yourself by creating a standard signature in your profile which most forums and networks allow you to do.

That way you don't have to remember to sign it each time. It does it for you.

I "Googled" my name when I first started my business and my name appeared on maybe half of the first page of search results. NOW if you Google "Jackie Nees" you will see that I dominate the first FIVE PAGES of search results in some form or another either from my website, blog posts or social networking that I actively participate in. It doesn't take long to start getting these kinds of results. Just get out there and jump in!

The other reason why you should sign your posts with your name and website address is because if someone finds your post helpful they might want to contact you privately or learn more about your business. Make it easy for them!

Marketing Tip #14: Create a Short Video for YouTube



I know you're saying to yourself right now, "ok Jackie, you've got me meeting strangers on the Internet, writing articles and even ebooks, and now you want me to be a movie star too?" Well, not quite a movie star but at least people will be able to put a face with the fabulous name you're building for yourself!

Just about everyone has a webcam these days that either attaches to their computer or is built in to it. If you don't they are very inexpensive and can be used for a number of things. (Get your mind out of the gutter! I'm talking about video conferences with distant clients or vendors).

By using your webcam or even an actual camcorder you can create a short 2 or 3 minute video to tell people who you are and what your business is about. You could even create a series of videos to offer people a weekly video tip or tell them about an upcoming event.

Again, this is a great way to get your name and website around the Web. YouTube has millions of users and some of them just may be your next customers!

YouTube Tips:

- 1. Keep your video under 10 minutes. (that is YouTube's time limit) If you need more time, consider creating a series of videos.**
- 2. Look into the camera when speaking. When people view your video it will look like you're looking at them. You don't want to appear as though you are looking down or elsewhere. People won't trust you if they can't look into your eyes.**
- 3. Do as many takes as you need to get an end result you are happy to upload. You want your message to be clear and you don't want to appear too nervous. Take your time and breathe. Relax and have fun with it!**
- 4. Give your video a good title and add tags or keywords when uploading it. It will make it easier for people to find you when searching online.**
- 5. Create a text box in the actual video with your name and website address so it is visible to people while they are viewing your video. (YouTube has user friendly tools to help you with this).**

Marketing Tip #15: Advertise on Someone Else's Blog or Ezine

YOUR AD HERE

Although some people charge for others to advertise on their website, ezine or blog you may be able to get a free ad by bartering your product or service in exchange for an ad. You may even offer to let them advertise on your blog or ezine in exchange if you feel their product or service is reliable and relevant to your business.

Whoever you are advertising with should be able to tell you how big your ad should be and what it should include. If you are unsure of how to create one you could hire someone to do it for you or just use your logo as a clickable link to your website.

Marketing Tip #16: Offer Seasonal Specials



Everyone loves a good deal around the holidays so why not give them one? Create a special offer on your product or service and promote it for the holidays. It could be a discount, a free trial, or a percentage off of a regular priced item.

People are so busy these days they don't want to spend the time to think of what to get friends, family, clients and colleagues. You can take that worry away from them by offering something they would be excited to give to someone else. You could also create a gift certificate which is good toward any of the above mentioned that they could give instead. The possibilities are endless.

Start promoting your holiday offer a few months before the actual holiday to plant a seed. Advertise it on your website, blog and newsletter. Let people know how and when they can take advantage of the offer.

This is a great way to have your immediate circle of contacts market your business for you by giving your product or service as a gift to someone that may not have known you were there!

Marketing Tip #17: Start a Referral Program



Let customers and clients know you appreciate them talking about your business by giving them a little incentive. Start a referral program.

A referral program is simply offering a reward of some sort to people who send business your way. It could be in the form of cash, free product or money off of your product or service.

My referral program includes **\$25 off of a client's invoice for each person they refer to me that signs up for my services.** This is a great incentive and could definitely add up. Everybody wins since I get new business and my clients get deep discounts off of their invoices when they send people my way.

A referral program can be a great way to build your business. Just make sure you don't give too much away. You want to show your appreciation for getting referrals from someone but you don't want to end up losing a lot of money in the process.

Marketing Tip #18: Place an Ad on Craigslist

I've heard mixed reviews on using Craigslist to advertise your business. I'll be honest with you and tell you that I haven't used it personally for my business but I know people who have and have had a great amount of success with it. I also know people who don't have any luck with it.

It's definitely something you need to approach strategically, however because it's free you really have nothing to lose by giving it a try.



The most important thing about a Craigslist ad is the headline. You want people to click on the ad and they will if the headline is compelling enough. Don't be deceitful or misleading in your headline but do make it exciting.

You can also use html code in your Craigslist ads to make them stand out by making words bold or different colors. If you choose you can also add your logo as an image.

Try not to make your ad too long since people don't want to spend time reading. They want to get to the point (What's in it for them). **(*Tip: Repost your ad every 48 hours or so to keep it near the top of the first page – otherwise it will get lost in a sea of thousands of ads just like it).**

Marketing Tip #19: Build a Better Mousetrap (or email signature)

Most people sign their emails with their name and maybe their email address. It's a good start but definitely doesn't make for a complete signature. You want people to know where else they can find you and especially how they can get to your website.

Create an email signature using the following elements:

1. **Your first and last name**
2. **Your company name**
3. **Your email address**
4. **Your Website address**
5. **Phone and/or fax number**
6. **Your blog url if you have a blog**
7. **At least one social networking site they can find you on (i.e. Facebook or Twitter)**
8. **Your logo (optional)**

I suggest using colors in your signature that match your logo or website colors. This helps build brand awareness so people think of you when they see your colors or logo.

Stay away from cutesy quotes and sayings. It's most important that people know how to find you and learn more about what you have to offer. **(*TIP: Have a radio show or other media appearance coming up? Add a link with the date and time to your email signature so anyone you email can tune in!)**

Marketing Tip #20: Create a Separate Facebook Page for Your Business

Yes I know we've already covered social networking in this report but this particular tip warrants its own page. Literally!

If you are going to narrow your social networking to two or three sites, I highly recommend Facebook as being at or near the top of your list. Why? Because it's not just for kids anymore. Facebook has grown to be an enormous platform for business professionals just like you.

You should create a Facebook account if you haven't already and fill out your profile as completely as possible. Stay away from hokey applications that suggest sending your friends a virtual beer or buying your friend as a pet. Instead load your page with applications that pertain to your business. There are applications for other social networks like LinkedIn and Twitter where people can see your updates for those networks on your Facebook page. There are also applications for you to add your blog feed to your page and many others.

Make sure you add a photo so people know what you look like and choose your contacts carefully. Remember you don't want to be associated with anyone who might put you or your business in a bad light.

In addition to creating a main page for yourself you should also create a page for your business. Facebook makes it easy to create a business page where you can add your logo, create events and even have a group of fans that you can update as a group or separately on what's going on with your business. On your business page, make sure you include links to your website, blog, etc... and a way for people to contact you. Also include a list of your products or services. There is an opportunity to add applications like the ones mentioned above on your business page as well as your personal page. You can find the entire list by clicking on applications and browsing the categories.

I swear by Facebook and have found many great business contacts and even clients by using it. It's an incredibly valuable tool for your business. You can check out my personal page [here](#) or my business page [here](#). Please become a fan if you are so inclined!

For more on why you should use Facebook for your business, I highly recommend checking out Mari Smith's website, www.whyfacebook.com. She is considered the "Pied Piper" of Facebook and will teach you everything you need to know about making Facebook work for you.

Marketing Tip #21: Cross Promote Your Business with Another Business

You can get loads of exposure for your business without much effort simply by cross promoting your product or service with one that is complimentary.

Say you are a wedding photographer and you want brides to know about your fantastic photography skills so they will choose you to capture their big day. How do you do it? Well, you could spend a lot of time searching out these brides individually or spend a wad of cash for a trade show booth OR you could create a cross promotion network with other complimentary businesses. Examples of complementary businesses in this case would be:

- **Bridal Gown Boutiques**
- **Caterers**
- **Wedding Planners**
- **Dress Designers**

You see? By connecting with people in these various businesses that all relate to what you offer, your business will be front and center each time a future bride walks into one of these places.

Tips for Cross Promotion:

1. **Contact the people who you'd consider cross promoting with and see if they are interested in working with you.**
2. **Create some brochures and give them to the other businesses along with your business cards to display at their place of business.**
3. **Request to do a link exchange with them on each of your websites.**
4. **Of course offer to display their materials at your place of business as well.**
5. **Write an article about them including links and request that they do the same.**

Marketing Tip #22: Sign Up for HARO

What is HARO? HARO stands for Help a Reporter Out. It's a website that was originally conceived on Facebook (there's Facebook again!) as a list and grew into its own entity. HARO is run by entrepreneur Peter Shankman who has gotten countless businesses in front of reporters simply by offering this free list.

Begin by registering on the website at <http://www.helpareporter.com/>. Once you do you will begin receiving emails with queries from reporters looking for sources for articles and stories. If you see a query that interests you simply respond to it. If the reporter likes it you may have a chance at being interviewed or featured in whatever story they are working on.

It's another wonderful and **FREE** way to get your name out there and let people know what you do!

Marketing Tip #23: Submit Articles & Tips to Ezines You Read

Do you have a colleague, client or mentor that puts out a monthly ezine or newsletter? Ask them if you could submit a tip or even an article on a regular basis. Chances are they will love the idea since it means less work for them.

You get a chance to showcase your expertise and a link back to your website. This is an opportunity to reach even more people that you wouldn't normally be able to and once again, once you do the work of writing the article, someone else is doing the work of making sure other people receive it. **(*TIP: Instead of reinventing the wheel and writing a new article, to save time use one of the articles you've already written! This is one way to repurpose your articles)**

Marketing Tip #24: Give Your Goods Away at Events



Do you know of a networking event or launch party happening in your area or even across the country? Offer to include a sample or coupon to be included in the goodie bags. This tip isn't exactly free since you might spend a little printing coupons on cardstock or dipping into your inventory but it could bring you much more money in business than you spend.

Don't want to spend the money on samples or coupons? Use your business cards! You already have them so why not use them? Simply put a sticker on the back of them with your offer. Bundle them up and take them to the event or send them if it's not local. This way people not only have your offer, they have your card and will be able to check out your website and contact you easily.

Marketing Tip# 25: Get Involved in the Community

Nothing puts your business in a better light than when it's associated with helping the community in one way or another.

Consider donating your time to charity or donate your product or service to a charity auction. If you wanted to spend some money in the future you could sponsor a charity event or donate personally.

Choose a charity you are passionate about. Remember your name and your company's name will be associated with it so take care to speak about it as positively as you can.

If you planned on donating your time but cannot make it please let the charity know in advance if at all possible so that they can find someone to take your place. Being a no show is a sure way to give you a bad reputation and may prevent you from participating in future events.

Advertise your charity on your website and what you are doing for them. Also send out a press release to let the media know what you are doing. This is a great way to get attention for doing something good with your business.

Conclusion

I hope you have found these 25 tips to be helpful for your business. Try them out one at a time or use them all. I know you will find a favorite or two in the mix. I'd also love to hear your feedback on how any of these tips are working for you.

If you have any questions about how to implement these tips into your business or you need help please feel free to contact me. I offer a wide variety of services including marketing support and can help you put these strategies to work for you!

You can learn more about me and my business by visiting my website at www.integrityofficesolutions.com or email me at jackie@integrityofficesolutions.com. I'd be happy to assist you with any or all of your marketing needs.

I also invite you to stay tuned for future publications as well as a newsletter that will be launching shortly.

Virtually Yours,



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