

MOST EFFECTIVE MARKETING ACTIVITIES

Email Marketing

- Excellent ROI based on its low cost vs. response rate.
- Easy to implement and manage
- Permission-based marketing that can produce effective returns over time.

Mobile Text Messaging

- Best ROI of all marketing activities as of 2009.
- Easy to implement and manage
- Permission-based marketing that requires a dedicated system to capture names, phone numbers and their permission.

Trade Shows / Vendor Fairs / Craft Fairs

- One-on-one interaction with potential customers.
- The ROI can be excellent based on the cost of the event vs. the price of your products and the amount of sales generated.
- Considerable work involved with setting up booth and exhibiting.

Networking Events

- Low cost marketing activity that can produce excellent ROI.
- Takes commitment to attending networking events on a consistent basis.

Social Networking

- Excellent ROI based on its low cost vs. response rate.
- Time consuming marketing activity.
- Permission-based marketing that can produce effective returns over time.

Telemarketing

- Effective marketing strategy for B-to-B.
- Excellent way to generate information on a company and its decision makers.

Outside Sales Representation

- One of the most effective sales & marketing activities, but expensive.
- Requires commitment to this marketing strategy.
- Also requires training and sales support.

Radio Advertising

- Complicated marketing activity that requires a great deal of research.
- Recent economy has drastically reduced radio advertising rates.

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*Professional
Sales & Marketing
For The Small Business*

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Television Advertising

- Offers the widest reach of any marketing activity.
- Difficult to track the ROI.
- Due to the recent economy, television advertising rates are at their lowest in years.

Newspaper Advertising

- Losing tremendous market share to online advertising activities.
- Still expensive in major newspapers, but bargain prices are available in smaller, local newspapers.

Magazine Advertising

- Losing market share to online advertising activities.
- Depending on your product/service, magazine ads can produce a significant ROI.
- Takes a commitment to advertising several times throughout the year.

Referral Marketing

- Excellent ROI based on its low cost vs. response rate.
- Easy to implement and manage.

Search Engine Ranking

- Becoming an extremely expensive marketing activity as the success of search engines grows.
- Tracking your ROI is fairly easy and hassle free.

Print & Online Directories

- Requires more than simply filling out contact information into yellowpages.com.
- Most online directories are free or very low cost.
- Another excellent way to increase your search engine rankings.

Direct Mail

- Complicated and expensive marketing activity but still can be very effective.
- Takes commitment to implementing your direct mail campaign over a number of months.

Billboard Advertising

- Compliments other forms of advertising.
- Expensive but does capture a wide audience.

Online Marketplace

- Ebay, Yahoo Auctions are just two of the most popular generic auction sites. There are hundreds.
- Product specific auctions. www.yabblebabble.com, www.craftmall.com are just two examples.
- Free Auction sites. Craigslist is the most popular, but actually hundreds exist.

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