

Cheap Marketing Strategies for Small Business

1. Claim Your Google Business Profile

It's free, boosts local SEO, and shows your business on Google Maps and Search.

2. Post Regularly on Social Media

Focus on platforms where your customers are active. Use free tools like Canva to design posts.

3. Join Local Facebook Groups

Participate in community or niche groups to build connections and promote your services naturally.

4. Collect and Share Customer Reviews

Ask satisfied customers to leave reviews on Google, Yelp, or Facebook. Share them on your website and social profiles.

5. Start a Simple Email List

Use free tools like Mailchimp (under 500 contacts) to share tips, offers, and updates. Build customer loyalty over time.

6. Partner with Non-Competing Local Businesses

Swap flyers, co-host events, or cross-promote online to reach each other's audience without spending much.

7. List on Free Directories

Use sites like Yelp, Bing Places, and niche directories in your industry to improve your visibility.

Disclaimer: This content is for informational purposes only and does not constitute business or legal advice. Always tailor strategies to fit your specific needs and market.

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