

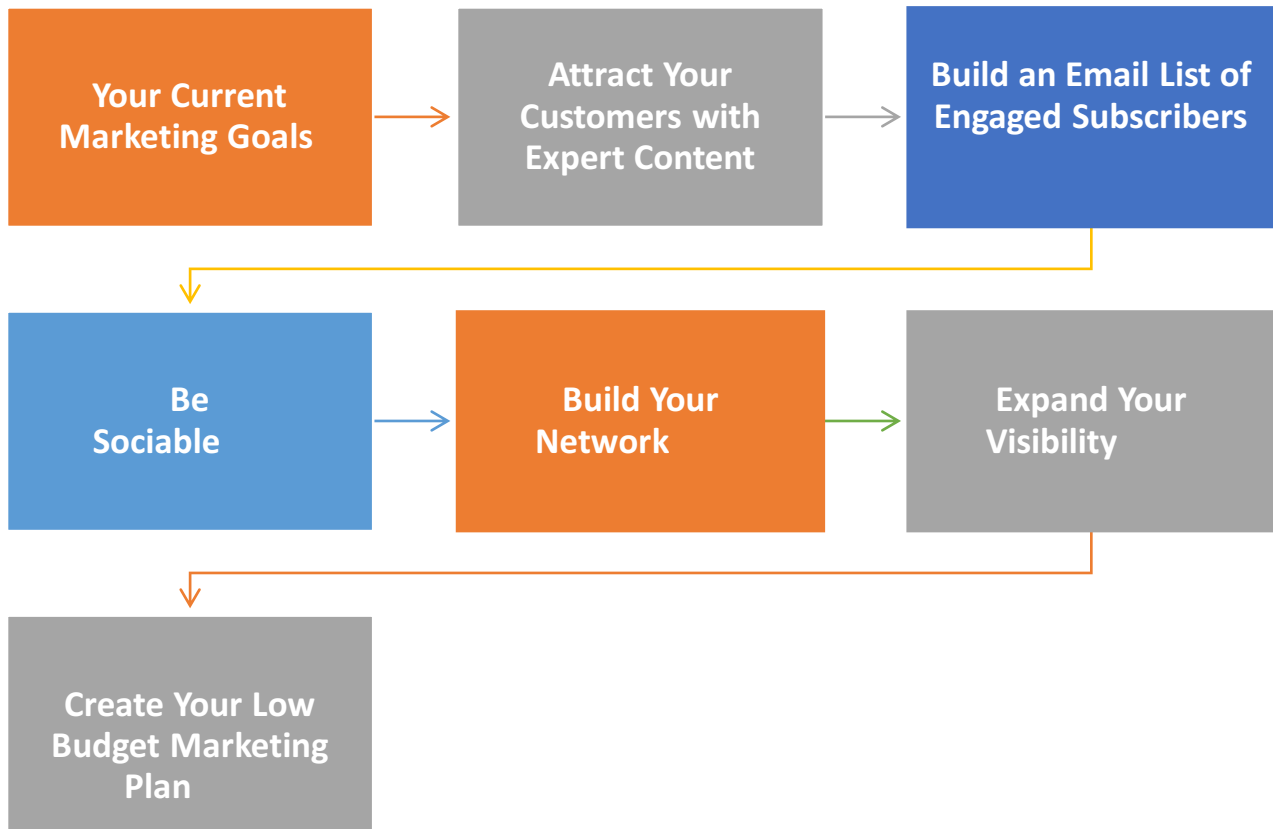


# Low Cost Marketing Strategies – Cheat Sheet

## Introduction

- ✓ Marketing is critical to spreading brand awareness, attracting customers, and bringing in sales
- ✓ You don't need a large budget to run a successful marketing strategy
- ✓ There are many ways to generate organic traffic and gain exposure for your business with little or no financial outlay
- ✓ Some tactics are quick to implement and reap rewards
- ✓ Others take longer to see results
- ✓ In the course, you'll find both
- ✓ You can pick your tactics according to your needs and plan how long you'll use them before checking results
  
- ✓ Here is your road map through this course:





## Learning Objectives:

- ✓ Identify your current marketing goals and define your marketing budget, so that you have a clear path forward
- ✓ Plan useful content to attract leads who will value your products and services and to whom you can market your offers
- ✓ Use email marketing to build an engaged community, so you have advocates to spread your message for you
- ✓ Choose ways to engage with your ideal customers on social media so that they get to know and trust you and are more likely to buy from you





- ✓ Find ways to establish and develop relationships so that you have access to engaged potential customers and industry partners
- ✓ Raise your visibility as an expert in your market and set yourself apart from your competition so that you become the go-to person in your field
- ✓ Bring everything together, review your key goals and choose low cost tactics that will enable you to achieve those goals
- ✓ Consolidate and implement your learning and plan future action steps, so that you can achieve the goals you set for this course and develop further

## **Tactics**

- ✓ In each of the tactics' sections in the course, you'll find 'Quick' and 'Longer' suggestions
- ✓ These are based on the time it takes to implement them and not the time it takes to get results.
- ✓ Decide which tactics make the most sense for your business and your target market.
- ✓ Pick ideas as you go along and then consolidate a list of the ones you intend to implement in the Low Budget Marketing Plan in a later module

