



# Low Cost Marketing Strategies Course

High Impact, Low Budget  
Marketing Tactics You Can  
Afford

# Module 6 – Expand Your Visibility



# Learning Objective:

Raise your visibility as an expert and set yourself apart from your competition



# Why Worry About Visibility?

- Visibility equals credibility
- Greater visibility equals more potential customers and referrals



- Spread awareness to bring in new leads
- Establish yourself as a credible authority



## Quick Tactics:

Get better known in the marketplace

- **Comment on Blog and in Groups**



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- Comment on Blog and in Groups
- **Post on Quora**



## Quick Tactics:

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- Comment on Blog and in Groups
- Post on Quora
- **Run Charity Promotions**





## Quick Tactics:

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- Comment on Blog and in Groups
- Post on Quora
- Run Charity Promotions
- **Use Your Network to Promote You**



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- Comment on Blog and in Groups
- Post on Quora
- Run Charity Promotions
- Use Your Network to Promote You
- **Register on Freelancing Platforms**



## Quick Tactics:

Get better known in the marketplace

- Comment on Blog and in Groups
- Post on Quora
- Run Charity Promotions
- Use Your Network to Promote You
- Register on Freelancing Platforms
- **Offer Free Samples**



## Quick Tactics:

Get better known in the marketplace

- Comment on Blog and in Groups
- Post on Quora
- Run Charity Promotions
- Use Your Network to Promote You
- Register on Freelancing Platforms
- Offer Free Samples
- **Set up a Google Alert**



## Longer Tactics:

Get better  
known in the  
marketplace

- **Be a Guest**



## Longer Tactics:

Get better  
known in the  
marketplace

- Be a Guest
- **Free Publicity Paths**



## Longer Tactics:

Get better known in the marketplace

- Be a Guest
- Free Publicity Paths
- **Local Radio and TV Exposure**



## Longer Tactics:

Get better known in the marketplace

- Be a Guest
- Free Publicity Paths
- Local Radio and TV Exposure

Sell Online Direct to the Public





## Longer Tactics:

Get better known in the marketplace

- Be a Guest
- Free Publicity Paths
- Local Radio and TV Exposure
- Sell Online Direct to the Public
- **Apply for Book Awards**



## Longer Tactics:

Get better known in the marketplace

- Be a Guest
- Free Publicity Paths
- Local Radio and TV Exposure

Sell Online Direct to the Public

- Apply for Business Awards
- **Merchandising**



# Action Steps:

1. Choose 3 pieces of content you already have that can be repurposed for guest blog posts or presentations to other people's audiences
2. Find 3 ways to get free publicity and media coverage
3. Choose 3 quick and 1 longer tactic which make most sense to your audience and your business.





**What's Next?**

**Module 7**

**Create Your Low  
Budget Marketing  
Plan**