



Marketing on a shoestring

Researching Your Market

- Visit the Fond du Lac County Economic Development Corporation for ESRI market reports customized to your project
- Armed with your library card, check out the "Stuff you won't find on Google" link www.fdlpl.org to access competitor & market information
- Identify and contact trade associations relevant to your business idea
- Post questions on internet list-serves and wiki's...there's one for nearly every topic
- Search for a blog posted by someone in your industry
- Glean free expertise and intelligence by forging a relationship with others already in business in your industry
- Visit other similar store / operations / facilities

Top 10 Strategies for "Marketing on the Cheap"

1. Print up lots of business cards and hand them out generously
2. Put magnetic signs on your car
3. Join professional and social groups to network
4. Volunteer to speak at local group meetings and seminars
5. Talk with local colleges to offer workshops in your area of expertise
6. Participate in community-service events to enlarge your networking circle
7. Get free publicity by sponsoring a community-service event of your own
8. Write short articles on your area of expertise and send them to local publications
9. Promote yourself as an expert source for media interviews
10. Listen to radio talk shows and call in to offer expert opinion

Source: Business Week Magazine, 10/07/08 (www.businessweek.com/smallbiz/tips/archives/2006/04/marketing_on_a_1.html)

Getting Started

- Publicize your business, develop customer relationships, and track results affordably using e-newsletter services like contantcontact.com or emailbrain.com
- Don't fail to do anything...generating revenue requires that you invest time and money in a strategic marketing program