

# 63 Ways to Grow Your Business

New marketing	Traditional marketing	Other methods
Joint venture with e-marketing partner	Billboard ads	<b>Follow up after sale</b> , ensure satisfaction
<b>Community or Content-rich website</b>	Yellow Pages ads	Phone call after quoting
Offer incentive for returning customer	Telemarketing	<b>Referral partners/Affiliates</b>
<b>Online Press Releases</b>	Editorials (press release)	Ask for customer referrals
Use Google Adwords or other Pay-Per-Click	Radio interviews	<b>Networking clubs</b>
<b>Put Blog on website</b>	<b>Effective newspaper ads</b> (7 reasons why use us)	Stand at Trade expos
<b>Google Map : Google+ Local</b>	Radio / TV advertising	Offer a product if you are a service provider
E-coupons on Google My Places, other websites	Print Coupons offering free product or discounts	<b>Up-sell or add-ons at point of sale</b>
<b>E-Newsletters</b> (automated)	Print newsletters	Loyal client pricing or packages
Offer eBook with email signup	Free gifts with purchase	<b>Referral vouchers</b>
Online Reviews (encourage and monitor)	<b>Frequent purchasers club</b> (with benefits)	Sell a program with multiple products
<b>Email marketing</b> , e-course	Fax marketing	<b>Offer 6-month Guarantee</b>
Squeeze page with offer	<b>Personalised direct response letters</b>	1800 / 1300 number
SMS marketing	Business cards (info on back) or sales brochure	Logo on shirts
<b>Segment your database</b> for targeted emails/offers	Offer samples	Suppliers provide bonus for your clients
Use outsourcers to leverage your marketing	Monthly specials	<b>Publish your own book</b>
<b>Place expert comments on forums and blogs</b>	Joint mailings with other like offers	Become agent for related products
Video advert or talking person on website	<b>Survey customers</b> (research to determine future marketing)	Seek better deals with suppliers
<b>Video marketing</b>	Birthday card/freebie	Provide incentive for fast payment
Sell related books or other related items on website	Contact TV personality to offer free product placement	Environmental aspect expressed in marketing
Facebook marketing © Power of Words 2014	<b>Give free talks/seminars</b>	<b>Offer training (with product)</b>