



Cheat Sheet

17 Affordable Ways to Jumpstart Your Offline Advertising

Full article:

<http://www.marketingforowners.com/17-affordable-ways-jumpstart-offline-advertising-real-world-doesnt-real-expensive/>

- 1 Brochures**
Keep them on hand for trend shows, live events, anywhere you think some of your customers might gather. **Tip:** Make sure whatever you print is **'evergreen'**.
- 2 Bulletin Boards**
Your **local gyms, libraries and coffee shops** likely offer a table for local companies to leave their marketing material.
- 3 Card & Coupon**
Get in the habit of **clipping a business card to a small coupon**. Leave them everywhere. **Tip:** Make the coupon nice and small.
- 4 Speak**
Local events and school assemblies are looking for speakers all the time. Offer your services! Pick a topic that is of great interest to the potential audience and pitch it.
- 5 Host**
If you can't find an event to speak at, **create your own!** **Tip:** DO NOT go heavy on the sales pitch. You want to create goodwill and a regular schedule of fun events.
- 6 Barter Services For Exposure**
Approach local businesses or even media outlets and **offer your services for free if they will let you advertise or market to their customers** for free.
- 7 Car Billboard**
Brand your car. It's a great way to get your brand out there. **Tip:** Invest in a customized car door magnet.
- 8 Sponsor Teams**
You will never feel more like a **part of the community** than when you see your company name emblazoned on the back of a little league jersey.
- 9 Donate Prizes**
Church raffles, non-profit events, schools... they're all always looking for things to raffle off to raise money. Offer a product or valuable service package.



- 10 Choose Group To Discount**
Pick a **segment of your community**: seniors, veterans, single moms, etc. and then loudly market that discount to local businesses, churches and organizations.
- 11 Church Bulletins**
Speaking of church, **your local church bulletins** are a great place to advertise! People are always looking to **patronize and help out businesses** who attend the same church.
- 12 Small Town Newspapers**
People love to **help out their neighbor** and **buying local** has become a real priority for a lot of folks. Let them know you'd appreciate their business!
- 13 Welcome Wagon**
Find out if your neighborhood, or nearby ones, offer **welcome wagon packages for new residents**. Ask if you can tuck a brochure, coupon or free sample into those packages.
- 14 Chamber of Commerce**
Your Chamber of Commerce is still a vital, important way for you to be **part of your local business community**. Find out how much it costs to join. The networking alone might be worth it.
- 15 Bar / Restaurant coasters**
Your local bar or restaurant may be open to **using coasters printed with your logo or business info**. **Tip**: Design coasters that are interactive. Use trivia, games etc.
- 16 Mailer coupons**
These could be an invaluable way to **make your neighbors aware of your business**. The next time you get one, find the contact information and reach out for prices.
- 17 Network**
Find great offline opportunities online! **Check out listings like Meetup.com** to see if there are any great meet ups in your area.