

# Low Cost Marketing Strategies

High Impact, Low Budget Marketing Tactics Every  
Small Business Can Afford



**Course Book**

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# Introduction

Whether you're an established business or you're just starting out, marketing is critical to spreading brand awareness, attracting customers, and bringing in sales. There's a common myth in the digital marketing space that you need a large budget to run a successful marketing strategy. But in reality, this couldn't be farther from the truth.

For many small business owners and entrepreneurs, lack of budget is what prevents them from pursuing a fully-fledged marketing strategy. They have little or no money to invest in marketing and think they can't achieve the results they want with the resources they have.

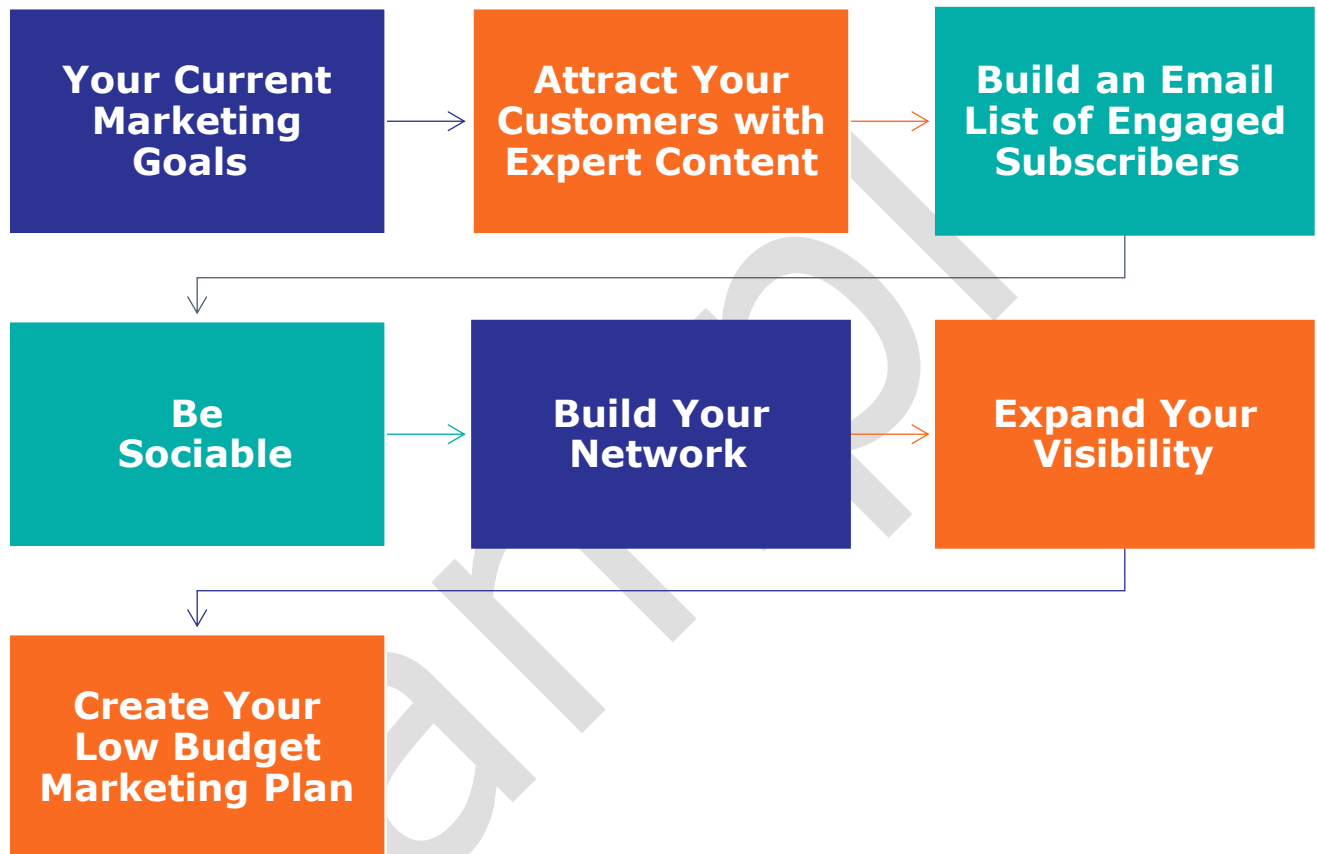
Many business owners want to attract new customers and retain existing ones, but can't invest in a big marketing push right now and don't want to pay for expensive advertising. They want to make sure they see a positive return on investment from their marketing activities. Does this sound familiar to you?

If so, you're in the right place. There are many ways to generate organic traffic and gain exposure for your business that involve little or no financial outlay. Some of these marketing tactics are quick to implement and reap rewards, and others take more time to see results.

In this course, you'll find both quick and longer tactics that you can use to market your business on a shoestring budget. You'll discover how to use your existing content and your email subscriber lists for greater marketing impact and how you can improve your social media presence to get more eyes on your offers. You'll learn how to energize your networking and relationship-building activities right now to bring you returns later on. The course is full of proven tactics to get the most out of what you're already doing along with some new ideas, and all without paying a penny in advertising. You'll simply pick your tactics according to your needs, then

plan how long you'll implement them before seeing how they affect your bottom line and help your business grow.

Here is your road map through this course:



### **Learning Objectives:**

By the time you complete this course, you'll be able to:

- 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 module, you'll find examples of marketing tactics in action. These are ideas for you to consider for your business. Keep an open mind while you examine how they can work for your business or how you can tweak them to suit you.

You'll find 'Quick' and 'Longer' suggestions. These are based on the time it takes to implement the tactic, not the time it takes to see results. It also depends on your experience in certain areas. For example, making a video series won't take long for someone with extensive video experience, but if

you're new to video production this will be a longer tactic or not even one that will work for you.

It's up to you to decide which tactics make the most sense for your business and your target market. You'll pick some ideas in each module and then consolidate a list of the ones you intend to implement first in a Low Budget Marketing Plan later in the course.

This course is broken down into 8 modules to take you step-by-step through creating your low budget marketing plan.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

### **Expectations**

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

# Module 1 - Your Current Marketing Goals

It's no secret that marketing can be expensive. This can be a challenge when you're working on a tight budget. When you have little or zero money to spend on marketing, you have to be very careful where you put your marketing efforts. You don't have cash to burn, and you don't want to waste your valuable time either.

In this first module, you'll identify your key goals for marketing, so you know where you're headed and then establish what budget, if any, you have to assign to marketing activities.

## Your Marketing keystones

There are many ways to do marketing on a budget, and we'll be looking at the major ones in this course. What you choose to undertake will depend on you, for example:

- Tapping into your network, such as colleagues and influencers, to spread your message
- Building relationships with existing and new customers so they will recommend you and buy again
- Creating a community for your brand so you can grow a following of people who will sing your praises and increase conversions

There are three key elements to review before you start choosing marketing tactics or setting new goals:

## **ATTENTION:**

This is only an excerpt from our full course Low Cost Marketing Strategies. The full, customizable course contains 8 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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