

23 TECHNIQUES FOR YOU FOR YOUR MARKETING NEEDS



Article by TECHNO DATA GROUP

COST-EFFECTIVE MARKETING TECHNIQUES FOR YOUR MARKETING TEAM:



Many startups are faced with a situation where the marketing budgets are tight and the spends have to be kept low. Conventional marketing methods cost a lot of money and since there is a lot of clutter out there, it is not easy to compete with the biggies. At this time, growth hacking is what is needed. Market your product using engineering methods and voila!... You have new ways of generating leads and impressing your customers. As is the case with all the methods, these ones are also not free, but are really cost effective.





REACH OUT TO YOUR SERVICE PROVIDERS

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LOOK OUT FOR UNLINKED MENTIONS

Your product, brand or company must definitely be featured somewhere in an unlinked manner. Look for these websites and publications, get your link inserted and here are more free backlinks for you.



WEBINARS

Plan webinars around your product; Think through your topic, its usefulness and the curiosity generating factor of your product or website. Spread the word on the web and you have a free marketing platform.





CROSS PROMOTE

Cross promotion means that you and another partner market each other's services. For instance, an online consulting business website can partner with a web designing website and each one can cross-promote the services provided by the other. A total win-win situation for both the parties!



BECOME A BLOG COMMENTER

Earn credibility to your name as a blog commenter for blogs related to your field. All you need to do is identify the top 5 blogs of your category, read and comment regularly on them. Remember the brand recall of your name will only happen if you give important and insightful inputs. Customer's perception will also largely be formed on the basis of these comments.





SIGN-UP FOR HELP A REPORTER OUT (HARO)

This is a free service in which you can provide stories related to your category to a reporter to publish on their publication. In this way, you are getting some free publicity for yourself and also making the readers information rich.



BE PRESENT ON GOOGLE+

If you are present on Google, you must be worthwhile! This is the general perception, so create a Google+ profile that is loaded with information. Google uses this to create your presence in Knowledge Graph boxes and wider indexation, which in turn will help you gain more visibility.





NETWORKING IN PERSON

Grab all opportunities of marketing your product or service whenever you come across a relevant customer or business partner. Do not go overboard by always talking about it. However, in the presence of a relevant company, do not miss the chance!



ONLINE CONTESTS

While not many people may actually be participating in the contest, but almost all internet users come across such contests on a regular basis where iPhones, iPads and other such irresistible items are being given away. You too can run a similar contest to at least get your brand registered on the minds of potential customers.





REFERRAL PROGRAMS

Provide some loyalty points to the customers who refer other customers to your business. This is a totally simple yet effective program with minimum payouts from your end.



USE THE POWER OF TWITTER

Twitter has huge traffic on it, there is constant buzz happening there and brand exposure is also plenty if placed correctly.

If you are using Twitter, get ten influencers of your category, retweet their tweets, follow them and their followers and mention them in your comments. This works well for your brand and for them too for gaining popularity and credibility both.





FOCUS ON YOUR EXISTING CUSTOMERS

Often all the energies are focused towards getting new customers. However, upselling to the existing customers may also be equally effective. This claim is substantiated by Econsultancy and PredictiveIntent, whose reports suggest that up-selling is 20 times more effective than cross selling.



BEFRIEND YOUR CATEGORY INFLUENCERS

For all industries, there are certain people who act as influencers and the market also listens to them. If you can befriend such people and extract a good word or two about your product or service, then this can affect the way others perceive your offering.





USE HASHTAGS

For greater visibility, create and use those hashtags for every post you put in any other social platform. That way, all your publicity will be under the same hashtag which can be further used to 'go viral'.



MARKETING THROUGH EMAILS

Keep adding email addresses to your customer database and also check them periodically for data hygiene. This is one of the most easy and cost effective methods to spread your message.





USER-GENERATED CONTENT CAN BE USEFUL

Rather than going in for content marketing, which can be expensive, go in for user generated content. Get your fans, customers and users to write about their experience with you and then circulate it on various platforms to generate a buzz.



ENGAGE YOUR FANS

Your fans will love that you appreciate their comments. Like, share and retweet their status. Talk to them more and engage them to write more about your brand by offering them loyalty programs.





CREATE GOOD QUALITY PRESS RELEASES

You can produce press releases in sources like PRWeb which costs a minimal amount. However, platforms like PRLog.org are totally free. All you need to do is ensure that the release is of high quality and does not have links back to your website.



TRY OUT CRAIGSLIST

It is the 59th most popular website in the world and if you get a feature on it, it is a whole lot of publicity. All you need to ensure is that the terms of service of the website are taken care of.





USE THE POWER OF BLOGGING

Create business blogs that are informative and relevant, with suitable links for the reader to reach the product and the service.



USE GUEST BLOGS

Get someone who is in a position to influence others to write a guest blog for your product or service. Have interesting and curiosity generating content that will spark the interest of the reader. You too can become a guest blogger for some related product or service. That is another way of generating leads and customers.



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CREATE GROUPS ON LINKEDIN

Most people use LinkedIn only for employment opportunities, but actually one can do much more using this tool. You can publish content, connect with other people and create groups that can turn out to be your future customers too! ... And all this is totally free!

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OFFER FREE HELP

Although you are a business, it is still worthwhile to give free trials and services to those customers who are interested. Look at it as an investment and not charity!

All the above mentioned techniques are sure to give your business an upside blip without making a dent on your budget. Pick and choose the ones most relevant for your business and get going!



ABOUT US

Techno Data Group is b2b marketing firm in Wilmington, Delaware focusing on business success. We can help you targeting key accounts using real time verified data; we can identify your buying personas, analyze your existing database and fill in the missing information.

We work with some of the world's leading brands and Fortune 500 companies. We are proud to say that we are their preferred database partners.

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