

# 101 Marketing Tools & Opportunities



1. Marketing plan
2. PR calendar
3. Niche/Positioning
4. Name of company
5. Identity
6. Logo
7. Theme
8. Stationery
9. Business card
10. Signage
11. Staff buzz
12. Hours and days of operation
13. Cause related marketing
14. Package and labels
15. Flexibility
16. Word-of-mouth
17. Community involvement
18. Cleanliness of your premises
19. Referral program
20. Cross promotion
21. Guarantee or warranty
22. Direct sales
23. Gift certificates
24. Printed and electronic brochures
25. Customer/client nights and events
26. Location
27. 'Guerrilla' and stunt marketing
28. Sales training
29. Networking and Networking Events
30. Quality
31. Sponsorship
32. Seeding
33. Opportunities to upgrade/up-sell
34. 'How to' articles and leaflets
35. Your suppliers and service providers
36. Chamber of Commerce
37. Payment plans and options
38. Phone demeanor

39. Freephone number
40. Green issues – carbon neutrality
41. Free consultations
42. Customer feedback
43. Professional memberships
44. Free samples
45. Letters to the editor
46. Fusion marketing
47. On hold message
48. Case studies and testimonials
49. Attire
50. Customer Service
51. After sales
52. Your staff
53. Branded gifts and freebies
54. Catalog
55. Yellow pages ad
56. Column in a publication
57. Article in a publication
58. Public speaking
59. Newsletter
60. SMS services
61. Feature - Benefits
62. Website
63. Blogging
64. Free stuff
65. How you say hello and goodbye
66. Public relations
67. Publicity contacts
68. Online forums
69. Classified ads
70. Print display ads
71. Search engines
72. White papers and free info
73. Radio and TV ads
74. Demonstrations – live and recorded
75. Viral campaigns
76. Direct mail letters
77. Your history / story
78. Discount card
79. Billboards
80. Podcasts
81. Directory listings

82. Show displays and staff
83. Holidays and events
84. Posters, leaflets and flyers
85. Prospect mailing lists
86. Qualifications
87. Trade and other fairs
88. Loyalty programs
89. Speed
90. Promotional and street teams
91. Reputation and Credibility
92. Enthusiasm
93. Competitions
94. Competitor analysis
95. Easy to do business with
96. Brand name awareness
97. Mystery shopping
98. Customer mailing list
99. Pricing and sales
100. Repeat business
101. You

**Of course, there are plenty more, but these are some of the ideas we consider when working with clients to develop a cohesive marketing strategy.**

**In fact it's often more about taking existing ideas and making them a marketing asset than it is spending tons of money on a new ad campaign.**

**If you'd like to see how we can put these ideas into action for your business just give us a ring on the number below to book a free, no obligation, consultation.**



**Want more fresh marketing ideas for your business?**

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