

## Ready to grow your business? 50 marketing ideas.

1. Remember invite people to follow you on social media, even in person
2. Join in on popular hashtags, get ideas from others
3. Create short, engaging videos, eg. use Vine
4. Pin your project photos on Pinterest & Instagram
5. Keep tabs on competitors' social profiles
6. Add your social media links to your email signature
7. Sponsor an event and promote on social
8. If your work is on a busy road attract attention with a eyecatching sign
9. Start a random act of kindness campaign, add a hashtag
10. Host a photo caption contest, add a hashtag
11. Share funny videos, remember to credit owner
12. Ask a question using a poll, reward participants
13. Host a good old-fashioned sweepstake eg, Cup Days
14. Post a photo introducing a team member, showcase their personality/hobby/sport
15. Share a quote for inspiration, use an aspirational image
16. Offer testimonials for others, if you experience great service, tell your peeps
17. Request customers post reviews, monitor feedback
18. Notify email subscribers of contests, share the love
19. Write website content catered to your audience, add variety
20. Add a visual element to ALL your content pieces
21. Create data-packed infographics
22. Use templates to make content creation easier
23. Include graphs and charts in your content
24. Go on You tube or Facebook LIVE for milestones on projects
25. Leverage the power of lists, Top 10 tips for ....
26. Make bold future predictions, stay on your expert topic
27. Reply to community groups, tag others and monitor comments
28. Source awesome content from other experts
29. Create an "ask the experts" roundup article
30. Write a product comparison guide
31. Use the 4-1-1 rule of content, 4 from others, 1 your own, 1 promotional/sales
32. Post presentations on Slideshare instead of ebooks
33. Create new photo albums per category/case study/project
34. Get ideas from Google related searches
35. Use pop-up opt-ins on website landing pages
36. Use analytics to take advantage of popular content
37. Write surveys and questionnaires linked to your website
38. Create project guides to teach the basics
39. Promote your website, new jobs, case studies etc on social media
40. Post on blogs about industry hot topics, invite questions
41. Write (and allow) guest posts/articles
42. Give your company some personality and don't be afraid to use it
43. Cover local and news related events
44. Create quirky and topical memes, use Canva
45. Divvy up your content, let your team post, give them brand guidelines
46. Conduct a content audit, what are you missing?
47. Order branded items to gift to customers
48. Make and promote mobile-specific content or design a useful app
49. Find and share content by industry leaders
50. Create hilarious web comics with Pixton or Strip Generator

