

Small Business Owners Essential Promotion Checklist

By Kristie Tamsevicius

Author, Writer, Speaker, and Small Business Expert

www.WebMomz.com - <http://www.kristiet.com/>



With so many possible ways to promote your business, it's important to keep a strong focus about what your goals are. Before you jump in and start promoting, make a list of your marketing objectives and prioritize them.

A marketing plan will help you to create a cohesive approach that best helps you to meet your goals. It should include specific objectives, strategies for realizing each objective, and benchmarks for measuring your results.

After setting your marketing goals, you can determine the best promotional vehicles to meet those objectives and create a cohesive marketing message.

TRACKING THE RESULTS OF YOUR PROMOTION CAMPAIGN

Some key items to track in your publicity and promotional efforts are:

- Name of campaign and date when it was launched
- Cost of campaign
- Newsletters, sales letters, magazines, television or radio stations, or web sites where the advertising, stories, or press releases were sent and run
- Publications where your news story were actually published
- Interviews generated
- Sales inquiries generated
- New sales generated
- Return customers generated
- New contacts added to your network
- New business partners created
- Web traffic generated
- New newsletter subscribers
- Overall revenue increase
- Increase product revenues
- Market share increase
- Improvement in search engine rankings
- Increase in sites linking to yours
- Number of search engines listed in
- New speaking engagements obtained
- Number of articles published
- Number of prospects called

PROMOTION CHECKLIST

Creating your pitch

- Create a 30 second introduction
- Revamp your telephone message
- Create an [email signature](#) for all outgoing messages

Develop your marketing and sales message

- Write a frequently asked questions page
- Create a brochure
- Create a flyer with rip off tabs to post at bulletin boards
- Hand out business cards
- Mail bumper stickers to customers

Publicity

- Create a [online press kit](#)
- Write [press releases](#)
- Write pitch letters to magazine editors responding to opening in their editorial calendar that you could write about
- Get magazine article leads sent directly to you by signing up for [PR LEADS](#)
- Learn how to write better press releases by getting a free copy of [Trash Proof Press Releases](#)
- Do radio interviews
- Learn how to create powerful [radio publicity](#) for your business
- Article placement in ezines
- Submit your articles to [article directories](#)
- Create a list of sample radio interview questions
- Add high and low resolution press photos to your press kit
- Add a bio to your press kit
- Add sample reviews for your product, service, or book
- Build an effective media list with names of editors from publications in your industry
- Download and read free [publicity tools](#) including Ragan's Editorial Calendar, PR measurement report, Guide to Internet Monitoring and Clipping, ROI PR Measurement Report

Pricing

- Coupon campaign
- Buy one get one free
- Product bundles

Networking

- Join a local business networking group
- Create a mastermind group
- Introduce the people in my network to each other
- Visit bulletin boards at web sites where my fellow business owners and customers hang out
- Participate in a discussion group or discussion list for your industry

Advertising

- Online newsletters or ezines
- Newspapers
- Magazines
- Trade publications
- Radio ads
- Internet radio program ads
- Sponsor a contest
- Outdoor signs and billboards
- Banner exchanges
- Banner ads
- Free and paid classified ads online
- Place a classified ad in your local paper
- Advertise in the Yellow Pages
- Get a magnetic sign to put on your car – Kinkos makes these
- Get your web address on a license plate

Cross Promotion

- Ad swaps
- Newsletter cross promotion
- Product swaps
- Create a special coupon discount just for members of each other's lists

Joint Ventures

- Find a new joint venture partner
- Mentor each other
- Endorse each other's products
- Refer business to one another
- Swap business cards

Distribution Channels

- Create my own [affiliate program](#)
- Identify and contact site's with similar audiences to carry my product
- Allow people to buy in bulk at discount pricing and mark up your product to sell on their web site, in their store, at their workshops
- Check out brick and mortar stores that could carry your physical product

Search Engine Promotion

- Create individualized page title tags
- Create unique keyword and description tags for every page
- Submit newly created pages to the search engines
- Add alt tags to your images
- Submit to search engines with a free tool like [Self Promotion](#)
- Use search engine optimization software – here's a [free trial](#)
- Buy keywords at a pay per click engine such as Overture.com
- Buy Google Adwords
- Sign up for [Word Tracker](#) to find out the most searched upon keyword phrases to include in your meta tags and web site copy
- Hire a professional search engine specialist
- Start a link generation campaign

Build Opt In List

- Start a newsletter
- Create a freebie to give away when people subscribe
- Try subscriber building services such as [SubscriberDrive.com](#), [SubscriptionRocket.com](#), [ListOpt.com](#), and [WorldWideLists.com](#)
- Add a popup form with information on how to subscribe to your newsletter
- Agree to cross promote newsletters with a friend by writing an honest and enthusiastic endorsement about each other's newsletters
- Buy a classified ad in your local paper that mentions how to subscribe to your free newsletter
- List your free newsletter in your email signature
- List your email newsletter in your telephone answering message
- List your email newsletter in the bio of any articles you write and submit to publications

Web Site

- Buy a new keyword oriented [domain name](#)
- Write a guarantee to add to your order page
- Add testimonials from customers sprinkled in web site
- Join a web ring
- Hold a contest
- Update web site content
- Add how to articles gathered from article directories
- Increase web site stickiness with a new freebie for visitors such as a free report, ecourse, checklist, news feed, recipes, ecards, quotes, or bulletin board
- Update your web graphics to create a more professional image with a new graphic templates – a copy of places to try are [Basic Templates](#) or [EzProTemplate](#)
- Update your web site copy emphasizing benefits
- Get a professional web site analysis to look for ways to improve your web site effectiveness, search engine readiness, trust factor, content, and navigation
- Sign up for [web site traffic reports](#)

Ezine

- Develop editorial calendar for the year
- Set advertising pricing
- Find a [ListHost](#) to handle new subscribers and send out your newsletter
- Promote your ezine in ezine directories
- Write articles and submit to [article directories](#)
- Submit your articles to other ezine publishers

Referrals

- Ask my current customers who they know that might be a potential customer
- Ask new customers to list names of 5 friends who might be interested in your business and give them a free gift or discount on their order when they do so
- Reward customers with a gift certificate or discount for every paying customer they refer to you
- Add a [Let em Know](#) referral form to your site

Speaking Engagements

- Places to call and get speaking gigs include library, local business networking meetings, colleges, businesses, event holders, meeting planners, churches, and Rotary clubs, Lions Clubs
- Develop sizzling speaking topic titles
- Create a speaker brochure
- Add a list of your upcoming speaking engagements
- Create items for back of the room sales (tips booklets, special reports, audio tapes, video tapes, cds, books)
- Join Toastmasters or National Speakers Association

Email marketing

- Search online for potential customers and email them directly about your product
- Purchase lists and send a sales letter out
- Buy a solo mailing ad from an ezine publisher
- Agree to swap solo mailings with a business friend in a joint venture

Other Promotional Ideas

- Create and place door hangers door to door in your neighborhood
- Give away samples
- Offer your product as a prize for a local or virtual contest
- Host your own Seminars
- Sponsor an event
- Exhibit at trade shows
- Get your logo on T-shirts, cups, bags and more at CafePress.com
- Market related products after a product sale with follow-up autoresponders
- Telephone marketing
- Create and send out post cards