



Business & Market Research  
Information for the Competitive Edge



**Top Tips** are a collection of informational handouts from my colleagues in Business Development, Marketing, Business Planning, Web Site Design, Research and more. I provide them as a courtesy and invite you to check out more at [www.bancroftinfo.com](http://www.bancroftinfo.com).  
-- **Jan Knight, Owner – Bancroft Information Services.**

## 88 FREE Marketing Tips!

### Dan Blumenthal – Blumenthal Design Group

Embrace the fact that business always changes.

Celebrate the power of an idea.

Out think your competition.

Develop a marketing plan.

Determine how you will measure your marketing plan's success.

Select a business name that's descriptive, unique and specific.

Check availability of new business names with the government.

Thoroughly understand what you are selling.

Draft your unique selling proposition (usp).

Formulate your 10-second elevator speech.

Identify your target customer.

Attend an industry trade show to learn the latest trends and sources of supply.

Visit your public library for market research and business information.

Ask your customer "How can I improve?"

Ask your customer for leads.

Ask your customer for a testimonial.

Survey your customer after the sale.

Develop a tagline that further explains your business.

Develop a branding strategy.

Utilize the back of your business card.

Incorporate your website address and all contact information on all marketing materials.

Offer to exchange website links with other sites.

Check your competitors source code for Meta Tags you may want to include on your website.

Set up a signature file for your email account.

Write a "subject" line that gets attention.

Always spell check.

Remember to include a P.S.

Write an electronic newsletter.

Select BCC for sending broadcast emails.

Participate in discussion groups.

Remember the two most powerful words: You and Free.

Utilize action verbs and adjectives.

Turn product features into customer benefits.

Close with a strong offer.

Evaluate and measure all advertising.

Look at where competitors advertise.

Learn how to write a press release.

Make contacts with writers.

Become a resource of expertise.

Send them news worthy story ideas.

Create a newsworthy event.

Establish personal relationships with customers.

Write Thank You notes.

Ask competitors for "over flow" work.

Tell everyone who you are and what you do.

Seek out ways to help others.

Cold call.

Maximize direct mail by testing, testing, testing.

Get mailing lists from public library, in-store contests or website opt-in subscriptions.

Organize cooperative direct mail campaigns and have others pay your portion.

Save on envelopes by creating a direct mail piece that's a self-mailer.

Offer piggy-back services where your invoices include promotional material to other complimentary services or products.

Run your mailing list through software to determine accuracy.

Offer to accept competitors' coupons.

Offer great guarantees.

Manage client expectations by under promising and over delivering.

Offer free product demonstrations.

Write articles for publication.

Put together seminars and do public speaking.

Determine if the person you are speaking with can make the decision you are looking for.

Consider whether or not you are in motion or achieving a goal.

Don't be humble, be completely confident.

Develop a contagious positive attitude.

Do something extra.

Return all phone messages promptly.

Leave a message that informs.

Offer incentives for next purchase.

Know when to fire a client.

Enter award contests.

Form a Master Mind group of non-competing business that will act as your board of directors.

Keep your rolodex organized.

Always ask new clients "How did you hear about us?"

Consider service swapping or bartering.

Figure out ways to get more Word of Mouth advertising.

Keep a marketing idea notebook to write in different ideas as they come to you.

Consider the benefits of pro bono or charity work.

Read through and consider this book on a month-to-month or quarterly basis.

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