

## 5 Creative Ways to Market Your Business

Business owners often find themselves challenged with finding time to develop marketing ideas or promotional events to enhance their marketing efforts. Below I've listed just a few ideas to help inspire you to stretch your imagination on how you can market your business.

The more you put your name in front of your audience, the more likely they are to remember who you are and what you do. Remember to always stay true to your brand so they remember you as you intended.

### **Conduct free workshops about a product or service you offer.**

You may also schedule regular seminars on related "how-to" information for your industry. This is a great way to meet potential clients interested in your services. This may also be conducted as a webinar. Make sure the information is provided without a sales pitch.

### **Print custom gift cards with your company logo for use as a thank you gift.**

This allows the customer to use the gift card thank you gift as they wish and remember you each time they use it! These also make sought-after door prizes at networking events.



### **Create an opt-in e-mail or print newsletter for your customers.**

Fill each edition with features, tips and other current information. You may also include a customer of the month or case study spotlight with photo and logo. You may include an interactive element that requires the reader to find something within your newsletter or answer a question and contact you to claim a prize. A custom made template branded with your visual identity may be used with most e-mail newsletter applications.

### **Write a blog for your business.**

Write about your industry or detail your business happenings. Because your blog will be keyword rich, you will increase your website search engine optimization. You can set up a blog as part of an existing website, or give your new blog a site of its own.

### **Join social networking sites like LinkedIn, Face Book, and Twitter.**

These sites help you keep in touch with your network connections, make announcements, feature new promotions and best of all you have the opportunity to engage with your audience. It is high visibility at very low cost.



Esther Foster established Foster Creative, Inc. in 1992. With more than 25 years of marketing experience, Esther specializes in creative services for marketing communications. Her areas of specialization include branding for web, print and social media and graphic design. She has worked as an account executive, art director and creative director with a variety of companies.

Her business, Foster Creative, provides creative services such as complete branding strategies and corporate identity programs, marketing and advertising collateral, trade show displays, and website design. She enjoys hosting workshops and speaking on traditional, online and social media marketing.

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