

8 WAYS TO GROW YOUR LOCAL BUSINESS FOR FREE

Thank you for downloading this informational PDF. It is our goal to help local businesses flourish in a business environment increasingly reliant on chain and franchise models. Hopefully this guide will give you or the local business you love the tools to not only succeed but thrive.

All the marketing tactics covered in this guide are completely FREE. They do not cost anything to start or run, and they increase the visibility and image of local businesses, which results in more customers over time.

Also, if the local business owners you give this to are inspired to market their business on a broader scale and decide to purchase additional marketing from PostcardMania (i.e. direct mail, email, Pay-Per-Click, or website design), both you and the business owner are eligible for reward.

The local business owner will get \$50 off of their first order, and you will get \$100 off of your next order. There is no limit to how many credits you can receive.

When you distribute this guide to local businesses, simply put your PostcardMania affiliate number in the corner, so they can relay it to their marketing consultant.

You can find your affiliate number by going to www.mypostcardmania.com/refer. If you are already an affiliate, your number will be at the end of the URL when you reach the page. If you are not an affiliate yet, simply enter your email address and you will be given a number.

Thanks again for being a part of our “Save the Local Businesses” movement. Let’s make a difference!

Want more marketing help? Give us a call at 800-628-1804!

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“The Ultimate Postcard Marketing Success Manual”

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1. Start collecting customers email addresses.

Let customers know you email out coupons and specials. Sign up with an email service like iContact and start emailing out weekly or daily specials, new menu items etc. Send anything to keep your business on their mind. (Get a free 30 day iContact trial at www.postcardmania.com/products-services/email-marketing/)

2. Create a company Facebook page.

Put up a sign up at your location asking patrons to “like” your business on Facebook for a free service or other giveaway. Download step by step instructions free at www.postcardmania.com/localmarketing

3. Start posting pictures, specials and more on your company Facebook page.

This will work similarly to your email marketing, it is simply another channel to stay in touch with customers. For tips on what to post download the free report at www.postcardmania.com/localmarketing

4. Find local businesses within a couple of miles who have 25 or more employees.

You can find out how many there are by running a free count at www.postcardmania.com/listcount. Go in person, call them, or send a letter or postcard introducing yourself. Tell them you’d like to offer their employees a coupon for your services. See if they would be open to giving out coupons to their staff. Once their staff start coming in with their coupons, don’t forget step #1 above to stay in touch with them.

5. Find nearby businesses with heavy foot traffic (who are not competitors).

Visit them in person and see if they would be interested in a flyer swap. You will give their flyer to your customers if they will give out yours to their customers. If you can work it out so that you will each include a flyer in every bag with a purchase, this will be more effective for both of you rather than just leaving flyers on a counter or corkboard.

6. Start giving customers coupons for their next visit every time that they come in.

Make sure the coupon includes an expiration date to encourage them to come back soon. If your average customer comes in once a week, make the coupon expire in the next couple days to encourage them to come back sooner than they normally would. For example ideas download the article free at www.postcardmania.com/localmarketing

7. Sign up for free local online business listings with the major search engines.

Download the instructions free here: www.postcardmania.com/localmarketing

8. Ask your best customers to review your business on Google, Yelp and Superpages.

Download a free “how to” sheet to hand out here: www.postcardmania.com/localmarketing

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