

Dabangg...Feel the Punch of these Marketing Tricks

Written by Ambika Indira



Public exposure is the elixir for your business to survive . You must not only make your target audience aware that your company exists, you must also motivate them to start buying your product. There are umpteen cost effective ways you can opt for when it comes to marketing/advertising your small business.

Let's begin with your business card. You can turn this little piece of cardboard into a brilliant advertising tool. Your business card is your very own advertisement in your pocket with your company logo, your name and your contact details on it. In short this can be called a mini ad. You can add more punch to it by adding a catchy headline, and a conspicuous photo or logo. It should make the recipient identify your business or service at a glance.

The second option you can try on is the pin up flyer. This simple sheet of paper in impressive colours carrying your company logo and a short write up can serve as a cost-effective option. You can pin these flyers on walls, gates, notice boards to departmental stores, parking lots, etc.

Integrated advertising is another best way of cost effective advertising. If you take at the movie tickets or bus tickets, you can see some kind of logos of advertising printed on the corners. Besides, discount coupons or general coupons can also be used for placing ads.

If you don't have budget constraints, you can get involved in carnival/fair sponsorship which usually comes in less amount than established high-profile events. You could also consider sponsoring local entities. Such indulgences will help to create good brand image of your company.

Last but not the least, there is nothing strong and unbeaten like a free advertising. Here is an

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absolute free advertising method-word of the mouth. It is one of the most convincing and the best advertising strategy. Your friends and family can do the marketing for you and recommend your products and services to their friends and acquaintances. Also You can encourage your current customers to do word of mouth advertising for you. You can provide a free sample of your product to them and they will only be happy to advertise for you product.

Explore these avenues of cost effective advertising and marketing strategies and who knows, someday you will be standing shoulder to shoulder with the big boys!