Types of Low Cost Marketing

Database
- SMS
- Email Newsletters
- Emails
- Phone-Email-Phone
- Letters
- Phone-Mail-Phone
- Telemarketing
- Following Up Database
- Referral Scheme
- Loyalty Program

Collateral
- Brochure
- Company Profile
- Info Pack
- Leaflet
- Catalogue
- Portfolio
- Samples
- Testimonials

In Person
- Speaking Gigs
- Workshops
- Events
- Expert Panels
- Expos
- Home Shows
- Fetes
- Shopping Centre Displays
- Markets
- Club Fundraisers/Events
- Networking

Utilitarian
- Business Name
- Logo
- Tagline
- Email Signature
- Business Card
- Letterhead
- With Comps
- Company Profile
- Information Folder
- Quote
- Invoice
- Phone Answering
- On Hold Message
- Email Replys
- Thank You Letter
- Welcome Letter
- Office
- Vehicle Signage
- Site Signage
- Product Labels
- Packaging
- Uniforms
- Name Badges
- Personal Style

Online
- Website
- Landing Page/s
- Google Adwords (cpc, sem)
- SEO
- Social Media
- Google Maps
- Online Directories
- Online Reviews
- Article Repositories

Alliances
- Structured (i.e. BNI)
- Cross Referrals
- Spotters Fees
- Rebates
- Joint Events
- Joint Advertising
- Host Beneficiaries
- Buying Databases
- Traders Events
- Industry Events
- Onselling
- Rebranding

Promotional
- Trials
- Giveaways
- Samples
- 2 for 1
- Introductory Offers/Sessions
- Initial Meeting
- Group Buying (i.e. deals.com.au)
- Competitions
- Raffles
- Vouchers

Measuring Results
- Source of Lead
- Cost of Lead
- Cost of Sale
- Conversion Rates
- ROI ($)