

## FREE MARKETING ACTIVITIES

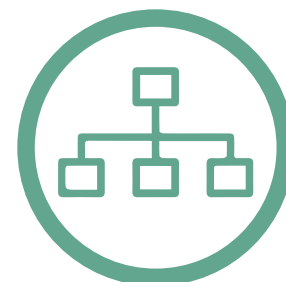


### ELEVATOR PITCH

YOU are your strongest marketing tool.

### NETWORK

Make a point to branch out and meet other business owners.



### ASK FOR REFERRALS

It's your best source of new business.

### KNOCK THE NEIGHBORS

Odds are, your customer's neighbors have noticed your work, so introduce yourself.



### CREATE A MARKETING PLAN

Set goals and commit to making time to market your business.



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## LOW-COST MARKETING ACTIVITIES



### CREATE A PROFESSIONAL LOGO

Having a strong brand is key to being remembered by potential clients.



### LEAVE A YARD SIGN

The neighbors will be calling in no time.



### DISTRIBUTE FLYERS

An easy way to reach neighbors without breaking the bank.



### CREATE A BROCHURE

Answer a potential client's questions and close more sales.



### VEHICLE BRANDING

Get your brand noticed with a mobile billboard.



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## DIGITAL MARKETING ACTIVITIES



### EMAIL ADDRESS

Register a company domain and email address rather than a Gmail or Comcast one.

### CLAIM YOUR GOOGLE LISTING

It's a free and easy tool to help you attract new customers.



### GET CUSTOMER REVIEWS

One out of four clients will post a review if asked.

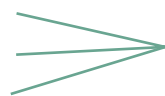
### YOUR WEBSITE

The hub for all of your marketing efforts.



### SOCIAL MEDIA

- Facebook
- Instagram
- YouTube



Grow your presence on these social media sites.

### REVIEW SITES

Let people review you through Yelp. Consider Angie's List and Home Advisors if you're large.



### PAID ADVERTISING & MARKETING

- Google Ads
- Facebook & Instagram Ads
- E-newsletters
- Blogging
- SEO



These complete your brand's online presence.



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