

These marketing weapons should all be considered for promoting your product, service or website. Notice how more than **half** of them are *free*.

1. Marketing plan
2. Marketing calendar
3. Niche/positioning
4. Name of company
5. Identity
6. Logo
7. Theme
8. Stationery
9. Business card
10. Signs inside
11. Signs outside
12. Hours of operation
13. Days of operation
14. Window display
15. Flexibility
16. Word-of-mouth
17. Community involvement
18. Barter
19. Club/Association memberships
20. Partial payment plans
21. Cause-related marketing
22. Telephone demeanor
23. Toll free phone number
24. Free consultations
25. Free seminars and clinics
26. Free demonstrations
27. Free samples
28. Giver vs taker stance
29. Fusion marketing
30. Marketing on telephone hold
51. Neatness
52. Referral program
53. Sharing with peers
54. Guarantee
55. Telemarketing
56. Gift certificates
57. Brochures
58. Electronic brochures
59. Location
60. Advertising
61. Sales training
62. Networking
63. Quality
64. Reprints and blow-ups
65. Flipcharts
66. Opportunities to upgrade
67. Contests / sweepstakes
68. Online marketing
69. Classified advertising
70. Newspaper ads
71. Magazine ads
72. Radio spots
73. TV spots
74. Infomercials
75. Movie ads
76. Direct mail letters
77. Direct mail postcards
78. Postcard decks
79. Posters
80. Fax-on-demand

Encore! Encore!  
Chapter 6 -- Caution -- Exhaustion Ahead?

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|-----|-----------------------------|------|-------------------------------|
| 31. | Success stories             | 81.  | Special events                |
| 32. | Employee attire             | 82.  | Show display                  |
| 33. | Service                     | 83.  | Audio-visual aids             |
| 34. | Follow-up                   | 84.  | Spare time                    |
| 35. | Yourself and your employees | 85.  | Prospect mail outs            |
| 36. | Gifts and ad specialties    | 86.  | Research studies              |
| 37. | Catalog                     | 87.  | Competitive advantages        |
| 38. | Yellow Pages ads            | 88.  | Marketing insight             |
| 39. | Column in a publication     | 89.  | Speed                         |
| 40. | Article in a publication    | 90.  | Testimonials                  |
| 41. | Speaker at any club         | 91.  | Reputation                    |
| 42. | Newsletter                  | 92.  | Enthusiasm and passion        |
| 43. | All your audiences          | 93.  | Credibility                   |
| 44. | Benefits list               | 94.  | Spying on yourself and others |
| 45. | Computer                    | 95.  | Easy to do business with      |
| 46. | Selection                   | 96.  | Brand name awareness          |
| 47. | Contact time with customer  | 97.  | Designated guerrilla          |
| 48. | How you say hello/goodbye   | 98.  | Customer mailing list         |
| 49. | Public relations            | 99.  | Competitiveness               |
| 50. | Media contacts              | 100. | Satisfied customers           |