

NO BUDGET

MARKETING

Well, maybe just a little.....

ABOUT ME

Mom of 5; Married to a Teacher;
Banking & Insurance; Economic
Development and Tourism; Now
with NetWork Kansas

DISCLAIMER

I'M NOT A MARKETING PROFESSIONAL, AND MOST OF THESE IDEAS HAVE BEEN "STOLEN" FROM OTHERS OVER THE YEARS.

**A MARKETING BUDGET IS BETTER...AND HIRING
PROFESSIONALS IS AN EVEN BETTER IDEA...
THIS IS WHEN YOU CAN'T**

0 - \$300

“The key to success is to find a way to stand out - to be the purple cow in a field of monochrome Holsteins.”

- Seth Godin



BE MEMORABLE



FUN

Make them
laugh or smile;
Social Media.



SUPRISING

Beautiful,
colorful, tasty,
unexpected



ACTIVITY

Contests,
costumes,
teaching,
events



COLLABORATE

Buddy up with
B2B or with
great causes

- Teach people something
- Post and Engage on Social Media
- Hold Fun Contests
- Have amazing business cards
- Use QR Codes
- Chalk Art!!!
- Give Fun Awards
- Celebrations
- Costumes and Dress up
- Speak, write, offer
- Fill empty window fronts
- Be present
- Name new creations
- Celebrate less-known holidays
- Photo Opportunities

IDEAS

- Cheers! (make people feel at home)
- All senses.....including smell.
- Girls night out/Guys night out
- Local Gift guides
- Handwritten notes
- It's the experience....
- Behind the scenes peek
- Do Good
- Reminders (like lunch videos)
- Twinkle lights, colored lights
- Colored food & beer
- Cute Animals
- Cute kids
- Apps
- Bubbles

MORE IDEAS

- Surprise and Delight!
- Gift packaging
- Wrap Candy
- Candy Molds
- Use Makerspaces
- Branding Irons
- Crazy Big Gifts
- Candles and chapstick giveaways
- Free gift as an introduction
- Display pairings together
- Personalized gifts
- Temporary tattoos
- Style shows w/ gifts for models
- Free services
- Dog treats and pupper cups

**EVEN MORE
IDEAS**

- Hunting Examples
- My Favorite Furnishings
- Little Extras – Plan ahead!
- Remember their families

If you're constantly thinking of a way to surprise and delight your customers – you will think of numerous ways to market your business. With just a little tweaking, you will find ways to surprise and delight your internal customers as well...and happy, engaged employees result in happy, engaged customers.

CUSTOMER SERVICE

SHARE YOUR BEST IDEAS

ANY INDUSTRY

You can learn a lot
from other industries!

THANKS

Do you have any questions?

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LOW COST RESOURCES

- Canva
- Vistaprint
- Makerspaces
- Learning Centers at Schools
- Pinterest
- Vengage
- Waterlogue
- Pixaloop
- Anchor