



30

FREE DIGITAL MARKETING IDEAS YOU CAN IMPLEMENT TODAY

FREE SOCIAL MEDIA MARKETING IDEAS

Social media is where your customers are, plain and simple.

The average person spends over 2 hours every day on social media.

Here are a few simple ideas to get rolling on social media:

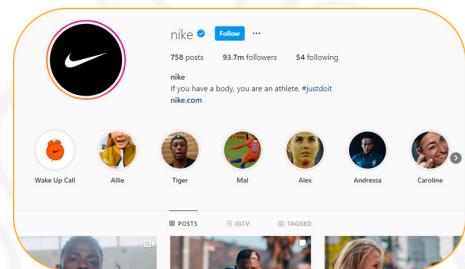


1. CREATE A FACEBOOK BUSINESS PAGE

Facebook pages are free and quick to make, and if you advertise on Facebook later on you'll need one. Might as well make one now and start building a following!

2. CREATE AN INSTAGRAM PROFILE

Instagram marketing works better for some businesses than others. Usually, fun B2C businesses like fashion or cosmetics do well on Instagram.



3. PUBLISH ON REDDIT

It's easy to publish content on Reddit but be careful – Redditors are capricious and not fond of blatant marketing. Look for ways to add real value for free and they'll put away the pitchforks.

4. START A FACEBOOK GROUP

Facebook is pushing groups hard lately. They're a great way to gather like-minded people together on almost any topic. The best part though? They're free to create! Anyone can create a group about anything.

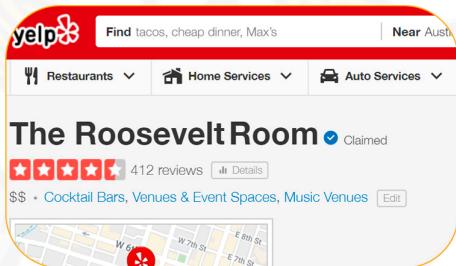


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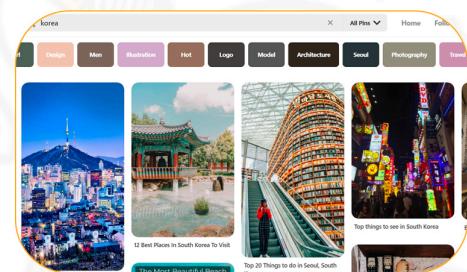
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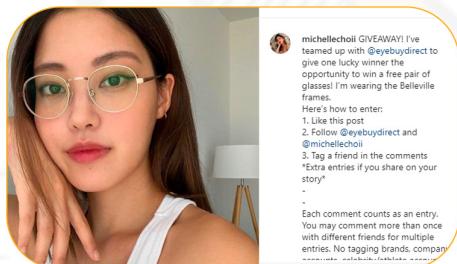
5. YELP IT UP

Yelp is especially effective for local services and restaurants. A bunch of good reviews on Yelp can definitely make a difference in a potential customer's buying decision.



6. PUBLISH ON PINTEREST

Similar to Instagram, Pinterest is more effective for highly visual consumer goods as well as online publications like travel blogs.

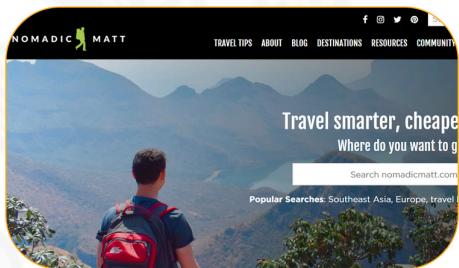


7. TRY OUT INFLUENCER MARKETING

Influencer marketing is simply partnering with someone influential in your industry to market your product or service. If you have a lipstick line, Kim Kardashian would be an awesome influencer for you.

FREE CONTENT MARKETING IDEAS

In the age of ad blockers and native advertising, content is king. The more value you add for free to customers' lives, the more receptive they'll be to your message. The great thing about content is it is generally free to create. Here's a few easy content marketing ideas:

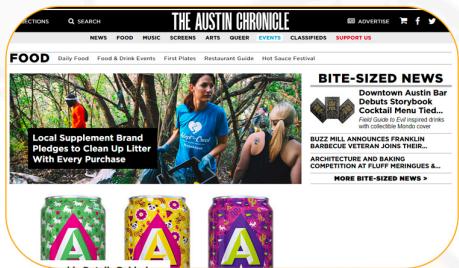


8. WRITE A BLOG

Everyone and their mom (and their mom's dog) might have a blog now but that doesn't mean it's too late to get into the game. The blunt reality is most blogs and most writers suck.

9. GUEST POST ON RELEVANT BLOGS

Guest posting is a straightforward concept – you write an article and email it to some bloggers or publications that'd be interested in publishing it on their website.



10. GET PUBLISHED IN A LOCAL PUBLICATION

Brick and mortar stores and restaurants might not benefit as much from an online article on Entrepreneur. However, getting a story on your local news website could be a big help.

11. WHITE PAPERS

You can think of white papers as business research reports. They're usually in-depth, extensive, and make some attempt to bring in the scientific method or at least an unbiased eye to a subject.



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MARKETING | 5 MIN READ

4 Steps to Motivate and Scale Your Blogging Program

Written by Jeanne Hopkins
@jeannehopkins

13. START A PODCAST

Podcasts are hot right now and for good reason. They're simple and cheap to produce. They're popular and easily accessible to anyone with an interest.

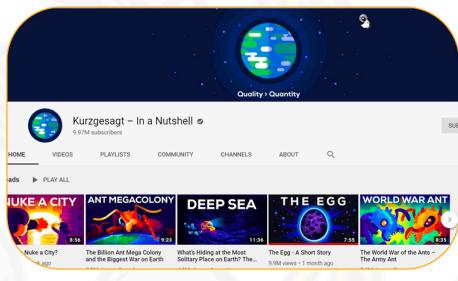
12. WRITE A COLUMN

Associating yourself with an already successful publication can also be lucrative. You could apply to write a weekly or monthly column in an online magazine in your industry.



FREE VIDEO MARKETING IDEAS

Video is slated to make up 82% of internet traffic by 2022. If you're not engaging in video marketing you're missing the boat. However, most small businesses haven't caught up and relatively few are engaging meaningfully in video marketing. Some interesting content and clean editing will put you way ahead of your competition. Here's a handful of free ideas (and a bonus!)



14. START A YOUTUBE CHANNEL

YouTube has exploded in the past decade yet it is still an untapped market in many respects. Producing high quality videos is a lot more technical and difficult than recording a podcast, creating a barrier to entry that discourages some competition.

15. RUN WEBINARS

A webinar is a live video conference typically used to present a product or service, and can include video of the speaker, screen shares, and slide decks.



WPengine | AMP

Genesis and AMP: Amp-le room to build amazing digital experiences

Salvatore Denaro, Google

16. RECORD PRESENTATIONS

Live presentations are still an excellent way to build a reputation, gain authority, and connect in-person with your target audience.

17. CREATE A VIDEO COURSE

The e-learning industry is expected to grow to \$120 billion by 2025. This is a fantastic opportunity for growing businesses in many industries. Anyone with a decent camera can create a video course teaching a new skill.

How To Rap: Rap Like A Pro, And...
Matt Parra
★★★★★ 4.9 (244)
\$104.00 \$102.75

How to Rap: Fundamentals
Donovan Jenson
★★★★★ 4.5 (158)
\$124.00 \$112.20

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HOW-TO

as a business owner you and your team have unique knowledge and skills. Create how to videos sharing your knowledge!

TEAM INTRODUCTION

Humanize your company and help people get to know you by creating introduction videos for each of your team members.

EVENT VIDEOS

Hosting an event? Record it and show people how fun and exciting it is to work with your team.

PRODUCT/SERVICE DEMOS

Demonstrate the quality of your product or service with a presentation of it in action!

TIME LAPSES

If you create something concrete like a website, logo, home, movie, garden, or something else, a time lapse is a fun way for customers to learn what it takes to build your offering.

PARODY CONTENT

Have some fun for once. Is your industry just ludicrous in some way? I bet it is because they all are. Make some jokes!

COMPANY INTRODUCTION

you could use this on your website's homepage or in sales emails. Create a short 1-2 minute video introducing you, your company, and the problem you solve.

BEHIND THE SCENES

Behind the scenes can be fascinating. How is a house built? How is a movie filmed? Show your audience what's behind the curtain.

VIDEO TESTIMONIALS

Record your customer testimonials. A written review can be faked but it's harder to fake a video, and people trust video reviews more.

Q&AS

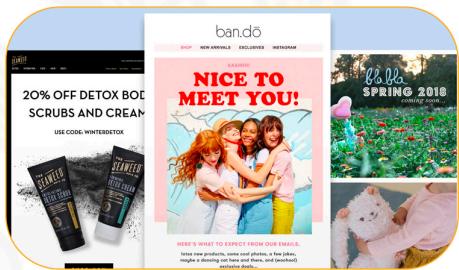
Solicit questions from your audience through email or social media and make a Q&A video answering your audience's most burning questions. This doubles as a form of market research too!

A DAY IN THE LIFE

What does a plumber or SEO specialist do all day? Don't think your job isn't interesting – Mike Rowe took a lot of "boring" jobs and made them fascinating on Dirty Jobs.

FREE DIGITAL MARKETING IDEAS

Some strategies should be used by all businesses everywhere. These free ideas are so simple and easy, there's really no reason not to use them.

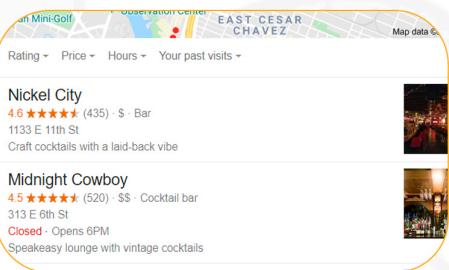


19. SEND FREE EMAIL NEWSLETTERS WITH MAILCHIMP

MailChimp is an easy-to-use email marketing service that has free plans for those with less than 2,000 subscribers. If you're a small business this is probably you.

20. HAVE A PHOTO-SHOOT AT YOUR LOCATION

Pictures and videos are key to making your business appealing online. Thankfully, even some modern smartphone cameras can do the trick for a photo-shoot.



21. BUILD A GOOGLE MY BUSINESS PAGE

Google has a variety of free resources all businesses should be taking advantage of, including Analytics, Search Console, and My Business.

22. IMPLEMENT LIVE CHAT

Live chat makes it super easy for your website visitors to get in touch with your team. We have our live chat go straight to our cell phones so it's like texting with prospects directly.



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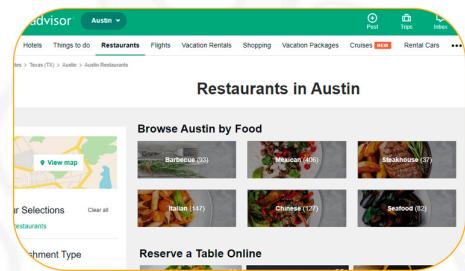
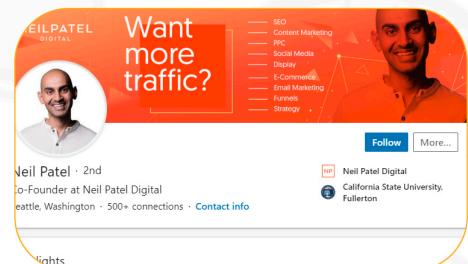


23. APPLY FOR INDUSTRY AWARDS

There are a ton of awards in every industry. If we're being honest, it's a way for everyone in an industry to pat each other on the back. Nonetheless, many of them are free to apply for and do make you look good.

24. MAKE PROFILES ON RELEVANT LISTING SITES

This is another easy win. Every industry has a variety of listing sites. Restaurants have TripAdvisor, OpenTable, Zomato, and more. Local services have Houzz, HomeAdvisor, and Angie's List.



25. CONSTRUCT A KILLER LINKEDIN PROFILE AND BUSINESS PAGE

LinkedIn networking can be a goldmine for B2B marketers. The first step is to fully fill out your personal and business profiles.

FREE SOCIAL NETWORK MARKETING IDEAS

Last but not least, use the power of the internet to personally connect with your partners, customers, and prospects. Despite the power of all our mass marketing technologies, communicating directly to others is still one of the most powerful ways to grow a business.



26. ASK FOR REFERRALS

One of the absolute easiest ways to get new business is to exist current happy customers if they know someone who could use your product or service. Have them set up an introduction for you!

27. OFFER A REFERRAL DISCOUNT

Through email, social media, and in-person, make sure everyone in your network knows you'll pay them a finder's fee for anyone that becomes one of your customers.



28. ASK FOR TESTIMONIALS AND REVIEWS

Reviews and testimonials can be the tipping point that makes (or breaks) a buying decision.

29. TRY ONE-TO-ONE MARKETING

One-to-one marketing is a fancy name for personalizing your interactions with your customers.



Agencies, Consultants & Business Service Providers
Below is a list of agencies, consultants and service providers we're proud to call partners.



30. FIND PARTNER BUSINESSES

Chances are there's a ton of businesses in your area that could send customers your way.