

29 FREE OR BUDGET FRIENDLY MARKETING TIPS.

Jo Coxhill
Marketing Strategist | Marketing Consultant

VISION29

It's simple.

We deliver clarity
and vision to your
marketing strategy.

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SET YOUR VISION.

1. A clear and measurable strategy, plan and goals will enable you to identify which marketing activities to focus on and when.
2. Bring everyone on your journey.
3. Make your branding and stationery do more than say your name.

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Marketing strategy
Communications
Brand management
Business development

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WE DELIVER CLARITY
& VISION TO YOUR
MARKETING STRATEGY

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MAKE GOOD USE OF EMAIL.

4. Make your email signatures engaging and change them regularly.
5. Use email marketing wisely.

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File Message Insert Options Format Text Review Tell me what you want to do

Cut Copy Paste Format Painter Clipboard

Basic Text

Address Book Check Names Attach File Attach Item Signature

Follow Up High Importance Low Importance Tags

Templates Sequences Documents HubSpot Sales Tools

Contact Profiles Track Email Log to CRM HubSpot Sales

To... |

Cc...

Subject

Send

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We will be speaking at the Milton Keynes Chamber of Commerce Expo on Friday 3rd November and will be sharing 29 free of cost effective marketing tips – not to be missed, [register today!](#)

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ENGAGE YOUR AUDIENCE.

6. Be a content marketing king.
7. Get vlogging.
8. Re-purpose your content.
9. Record a podcast.
10. Run a webinar.
11. Guest blog.

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BE
KING
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GET SOCIAL.

12. Know your social media channels and why you're on them.
13. Join LinkedIn Groups.
14. Organise a Tweetchat or Facebook Live.

MASTER YOUR ONLINE PROFILE.

15. Make sure your website is optimised for search engines.
16. Offer a free download on your site or a free discovery session.
17. Harness the power of Google.
18. Recommendations and reviews.
19. Directory listings.



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FIND YOUR VOICE.

20. Speak at industry events and conferences.

21. Visit industry events.

22. Network.

23. Telemarketing.

HARNESS PR.

24. Create a media list and engage through PR.

25. Radio interviews.

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PARTNERSHIPS.

26. Fully utilise partnerships and partner marketing programmes.

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STAND OUT FROM THE CROWD.

27. Become an award winning company.

28. Support a charity.



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LISTEN TO YOUR CUSTOMERS.

29. REALLY listen to your customers.

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THANK YOU.

**CHECK OUT OUR BLOG:
29 FREE OR BUDGET FRIENDLY
MARKETING IDEAS**

WWW.VISION29.CO.UK

QUESTIONS?



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