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
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
“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
- 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
Even 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
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.
SHARE YOUR BEST IDEAS

ANY INDUSTRY

You can learn alot from other industries!
Do you have any questions?
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CREDITS: This presentation template was created by Slidesgo, including icons by Flaticon, and infographics & images by Freepik.
LOW COST RESOURCES

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