

A top-down view of a blue teapot with a black handle and a copper mug filled with tea. The teapot has a decorative floral pattern. The mug is positioned to the right of the teapot. The background is a plain, light-colored surface.

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LOYALTY PROGRAM:

Encourages repeat loyalty purchase and rewards customers for shopping with you. This creates brand awareness and encourages repeat business.

- + Add an opt-in subscription for to your website or facebook page, or gather customer details in person when they purchase your products.
- + Maintaining regular contact with your previous and potential customers and providing tips, tricks and advice places you as an authority in your industry and someone your clients can place their trust in.
- + Perhaps provide a members only services, with special discounts or sneak peaks into what products or services are coming soon. This creates a sense of an elite inner circle. Your customers will feel like they are "In The Know".
- + Run regular competitions to get your customers interacting with your business. This creates a familiarity and trust between your business and your customer.
- + If your competitor doesn't offer a loyalty program than you will create a niche service that will attract additional clients.

OFFER FREE ITEMS WITH EVERY PURCHASE:

This creates brand recognition plus customers feel they are getting more for their money so this also creates value in the sale and extends the user experience.

- + Items that are relevant to your products or services will create the most value, ie, polish cloth for wooden furniture, coasters for coffee table etc.

FREE PRESS RELEASE

This creates brand awareness

Write a press release about an upcoming event/sale happening in store and send it to the newspaper 2-3 weeks before hand.

FACEBOOK COMPETITION

Creates customer interaction with your brand on social media, building brand awareness, reminding customers of your products and services and spreading the word to potential new customers.

- + Like and Share Facebook page to go in the draw to win....An item or % off next purchase, etc.

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SCHOOL NEWSLETTER ADVERTISING

For one fee you get 12 months worth of advertising when the school newsletter goes out, often weekly. Different schools have different newsletter run numbers so the prices vary.

Advertising ideas:

- + Discount Voucher or special offer
- + Simple advert for brand awareness

COMBINE FORCES

Join forces with a relevant complimentary local business or personality to provide a service or put on an event that will get people coming through your door. This builds awareness for both your brand and the complimentary services brand so you can build off each other. Plus this allows customers too see your products in action.

- + Local Interior Design runs a small workshop on styling table centre/styling a room hosted at a furniture shop.
- + Local florist runs a small workshop on flower arranging using your vases/products at a home decor shop.

SPONSOR A COMMUNITY EVENT OR TEAM

Builds an emotional connection to your brand. Cultivates credibility and puts your brand in front of their customers and supporters building brand awareness.

- + Local Show Societies
- + Sports Teams
- + Local Events