

## Low Cost Advertising

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There is no better advertisement campaign that is low cost and also successful at the same time. Great business ideas when utilized effectively can save lots of money. This is not only easy for those who work full-time as an advertiser, but also for those who work from home. Advertising from home is also a low cost option, which involves making and distributing fliers. Usually potential customers will visit home for business dealing. Print good amount of fliers and give it to anyone who is visiting home like family, friends, mailman, etc. Business cards can also be distributed. Few selected people can be given sample of the product. For those who work outside home, employ college students to distribute fliers at supermarkets, community centers, or malls, especially on weekends, when there is a rush. Spread the word by the mouth. Talk to everyone about the product and ask them to talk about it to others. It's a very powerful tool to increase the network and doesn't even cost anything. When receiving a casual call from family members and friends, don't forget to tell them about the latest events, discounts and promotions and ask them about what they are up to. If the parties are into the business, it won't hurt to promote each other. Joint ventures can be started with trustable people of the same trade. The only cost that will be incurred during the whole process is of printing fliers. For a better quality, professional can be hired to design them, as they will be able to play with colors and write motivating material.

Most of the businesses have company bulletin board that they use to put up company's latest news. Fliers and business cards can be tacked on such bulletin boards. But before doing so, check out with the human resource department before placing the information as most of the HR departments make it compulsory to consult them. Parents are required to be in regular touch with the teachers to know about the progress of the child and they have meetings from time to time. Do not miss this opportunity and spread the word. Hand them the business card and fliers personally at the meeting, instead of just giving the contact number. Get involved with fundraiser at schools, as it's a nice approach to market business. Prior to handing out the order received, collect all necessary information like business card pack, fliers, with proper information. Information can be based on what is the company about, what are the products and services provided, or how to get in touch with the company. In each individual order, carefully place all of them and seal the package properly. Presentation, too, is of importance and should be paid attention. Voice mails can be put to good use, other than recording messages. They can help to deliver the marketing message. Greet with a brief message, following with website and email address, so that who ever calls will be already having the telephone number and they will be able to learn more about the business by visiting the website. When the company is providing special promotional offers and discounts, include information about those in the voice mail. Discontinuation of any services of products can also be informed about. Repetitive voicemails sound boring, so keep

changing the voice mail frequently and add some creativity to it.

Most of the big businesses attach business cards or fliers with out going mail. This works for companies who send bills to their customers. For those who have customers paying online, they can send the information through emails.

Advertisements can be done, in the locality, by placing fliers on the bulletin boards of the local grocery stores, businesses, barbers, or butchers. People frequent these places and there is a possibility of getting a good response. Some businesses place a jar at the reception counter where the business cards can be dropped for future reference, while visiting them.Â