



**Serving Monmouth County, New Jersey  
and surrounding areas**

**Bulletin Number 3613**  
(Revised October 2003)

## **Inexpensive Ideas for Promoting a Small Business**

**Local Newspapers** – The weekly community newspapers are likely to have the lowest advertising rates. Many are looking for feature stories about local people and may be willing to do a story about your business. Most of these papers have very inexpensive classified ads and often use larger more readable type than the regional papers

**Town Newsletters** – In those communities where a newsletter is circulated to promote local activities your advertisement would reach many potential customers.

**Promotional Flyers** – The judicious distribution of flyers can be both inexpensive and effective. They should be placed in a high traffic public place or can be hand delivered to save the expense of postage. Be sure they are distributed in such a way so you are not criticized for littering.

**Free Bulletins** – Many local religious and service oriented organizations mail or otherwise distribute free bulletins to members which often promote the services of the members.

**Brochures** – A brochure detailing your services or products would be useful if you sell to other businesses and need something to leave with them to consider at a later time.

**Personalized Letters** – A personalized letter to a business owner detailing how your product or service can help make his or her business more profitable shows you took the time to learn about the customer's business needs.

**Former Customers** – Contacting former customers, whenever appropriate, to offer new products or services is often very much appreciated. Also, you may be able to obtain new leads from former as well as current customers.

**Business Signs** – Place business signs at all business locations and on all vehicles and equipment visible to potential customers. Be sure the signs provide useful information about your products or services. When doing work in the field obtain permission to place your business sign on that premises during the work and, if possible, for a short time period following the work. Wear clothing that prominently displays the company name and logo.

**Related Service Providers** – Develop a referral relationship with other business people who provide products or services that are related, but not competitive, with yours.

**Business Card Classified Ads** – Use the business card classified advertising sections in the Asbury Park Press and local weekly newspapers, this is particularly effective for service businesses.

**Use of Business Cards** – Leave your business cards for easy pickup at locations that relate in some way to your business.

**Neighborhood Canvassing** – Do cold canvassing by flyer, personal contact and telephone.

**Equipment Appearance** – All equipment visible to customers should be clean, nicely painted and in good working order.

**Come-ons to Attract Customers** – Here are some ways to get the attention of potential customers:

- Offer free estimates.
- Charge a fixed fee to provide a service (for example, advertise to paint a given size room for a specified amount).
- Offer a finder's fee to anyone who recommends a person who becomes a customer
- Tell the customer about additional services you could provide while on the premises, such as minor repairs or power washing.
- Use of coupons to offer a percentage off the regular price.
- Give a free gift with a purchase
- Use value offerings such as buy one and get the second one at half price.

**Internet Promotion** – Where the business has broad appeal you can set up an inexpensive web site that describes the business or service, gives a short company history, shows some appropriate photographs and displays useful information such as business hours.