

10+ Things You Can Do to Market Your Business for Free



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1. Social Media

- Facebook
- Twitter
- YouTube
- LinkedIn

- Facebook – 59620 people within 50 miles of Ithaca
- Set up a Page

2. Online Sites

- Google Places
- Yelp
- Yahoo
- Bing
- Citysearch
- Insider pages
- Yellow bot
- Trip advisor
- Merchant circle
- Local.com
- Local review sites
- Urbanspoon.com

Online Sites

- Make sure people can find you on the web and that it says good, accurate things.
- Own/Claim/Verify your listings
- Check frequently
- Respond to reviews – positive and negative
- Encourage reviews/testimonials from your customers
- Work to improve your reviews

these pies melt quickly

★★★★☆ By [Cecelia](#) - Jun 17, 2010

5 stars for the pie, but only 2 for service! No one can deny **Brianna's ice cream pies** are the best in the city, but remember **ice cream** melts quickly. I was running 30 minutes late to pick up the pie, and they left it out on the counter. I didn't realize till I got home that the whole pie had melted. Be sure to call ahead if you're going to be late. You don't want a melted pie, like I had.

maps.google.com

Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

Response from the owner

We're so sorry to hear that your pie melted. Usually we keep all ice cream pies in the freezer until the customer arrives to pick them up. I'll be sure to share your experience with all employees, so that we can be sure it won't happen again. Next time, give us a call and we'll be sure to replace it. Glad you think our pies are yummy. Customer service and yummy pies are our top priorities.

[Edit](#) - [Delete](#)

[Brianna's Ice Cream Pies](#) - today

Verified owner

VERY good food and people!

★★★★★ By [shanesynod](#) - Apr 20, 2010

First, I appreciate any place thoughtful enough to offer free wi-fi. A real, local, independent, family-owned **cafe** is worth the trip even if you don't live in Lake **Highlands**. I should go more, but get stuck in my same ol' routes. You can go light like grilled chicken on a caesar salad or something decadent. I enjoy the environment and taste.

maps.google.com

Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

Response from the owner

Thanks for the visit shanesynod. Glad to hear the free wi-fi is easy to access. Highlands Cafe wants to be a place where people can meet, connect and work. Be sure to let us know if there's anything we can do to make the cafe a better place to hang out.

[Edit](#) - [Delete](#)

[Highlands Cafe](#) - today

Verified owner

3. Email List

- Start an email list
- Use MailChimp for free
- Make it interesting by including content beyond your products:
 - Articles
 - Coupons
 - Contests
 - Feedback/Polls
 - Links to outside stories
 - Events
 - Question of the week
 - Pictures

4. Start a Blog Site

- Use Wordpress or Similar blog site
- Free
- Easy templates
- Control your content

5. Network & Get Referrals

- Start with Friends & Family
- Attend Networking events
- Create an easy email or flyer that can assist with referrals
- Carry business cards (vistaprint.com)
- Tell your story
- Have good communication with your employees

6. Provide Good Customer Service

- Treat everyone with respect
- Customers, vendors, suppliers
- Be honest

7. Barter/Reciprocal Advertising

- Find partners in the community
- Cross promote
- Partner with local media
- Work with a charity
- Trade services for listing in newsletter or other publication

8. Use Your Window Space

- Change your window display often
- Don't let it get cluttered
- Keep your windows clean
- Sandwich board

9. More ways to advertise for Free

- Free classifieds – Craigslist
- Advertise in your email Signature
- Write an article or start a forum– become the expert
- Use Press Releases
- Ask how people are finding you
- Offer a coupon on the next purchase
- Post an internship opportunity for local students
- Create a poster and flyers about your business
- Use Ebay
- Other helpful sites: Squidoo, Ezines, Social Bookmarking, Digg, Del.licio.us, Flickr, Hootsuite, Stumble upon.

10. Use DIA Resources

- Website pages
- Enews
- Social Media
- Kiosks
- Seasonal Guides
- Marketing assistance is available