

## Some Business Promotional Idea Lists \*\*

- Advertise in the classified advertising section of your community newspaper.
- Advertise in the Yellow Pages.
- Advertise on a grocery buggy.
- Approach your prospective customers over the phone.
- Approach your prospective customers in person.
- Approach your prospective customers through the mail.
- Be a guest speaker at seminars and present on your area of expertise.
- Be a guest speaker on radio talk shows.
- Build and maintain a customer mailing and contact list on database software.
- Design a brochure that best explains the benefits of your services.
- Design a mail order campaign.
- Design and distribute a quarterly newsletter or an industry update announcement.
- Design and distribute company calendars, mugs, pens, note pads, or other advertising specialties displaying your company name and logo.
- Design and distribute a free "how to do it" hand-out related to your industry (e.g. Tips for conserving energy in your home).
- Design buttons, decals and bumper stickers or balloons with your company name, logo or slogan.
- Design T-shirts displaying your company name and logo.
- Explore ways to share your advertising costs using cooperative advertising.
- Follow up customer purchases with a thank you letter.
- Follow up customer purchases with Christmas or birthday cards.
- Have your company profiled in a magazine or newspaper that is read by prospective customers.
- Hold a promotional contest.
- Hold a seminar on your service, product or industry.
- Include promotional material with your invoices.
- Look for prospective customers in associations related to your industry.
- Look for prospective customers in magazines and newspapers related to your industry.
- Package your brochure, price lists and letter in a folder for your customers.
- Place a sidewalk sign outside your store or office.
- Place flyers on bulletin boards and car windshields.
- Place promotional notes on your envelopes, mailing labels.
- Place signs or paint logos on your company vehicle(s).
- Prepare a list of product features and benefits to help you plan your advertising and promotional campaigns.
- Prepare proposals offering solutions to your customer's needs.
- Provide free samples of your product or service.
- Sponsor a charity event.
- Sponsor an amateur sports team.

\*\* Listed in the Canada Business Website [www.cbsc.org](http://www.cbsc.org)