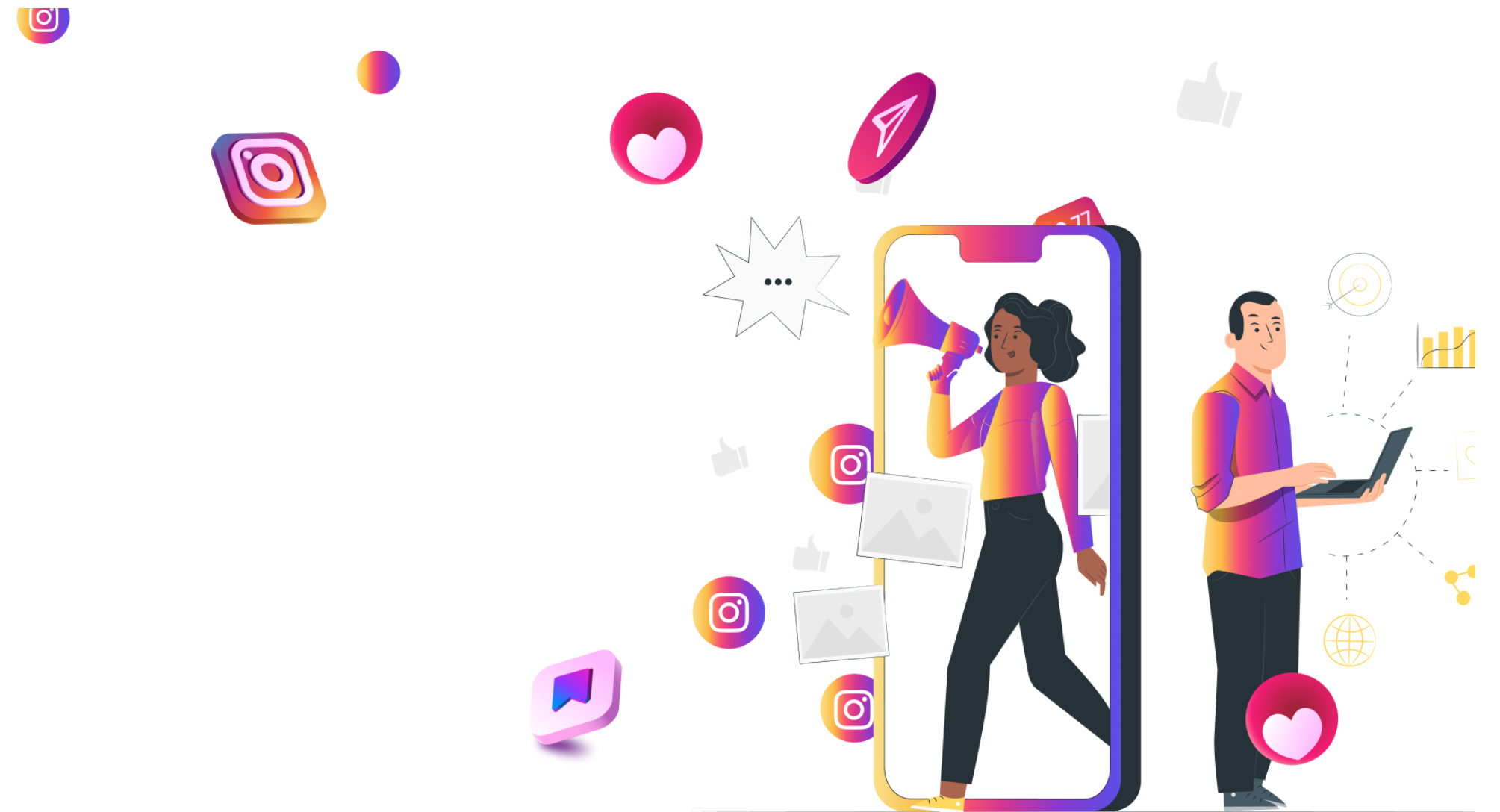


A man with a beard, wearing a red t-shirt, is leaning over a desk in a workshop or office setting. He is holding a laptop that has a bar chart on its lid. On the desk, there is a large computer monitor, a keyboard, a small clock, and some papers. The background shows shelves with various items, including a blue bag and some tools.

STRATEGIES ON HOW TO GET INTO MARKETING

Presented by: Dr Sylvan Lightbourne

7 CREATIVE WAYS TO MARKET YOUR BUSINESS





DISCLAIMER

This presentation has been written for information purposes only. Every effort has been made to make this topic as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this topic provides information only up to the publishing date. Therefore, this presentation should be used as a guide - not as the ultimate source. The purpose of this topic is to educate. The author and the publisher do not warrant that the information contained in these slides are fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this presentation.

INTRODUCTION



Marketing is essential for any business, but it can be challenging for small businesses with a limited budget. Investing in expensive advertising campaigns may not be feasible in the early stages of your business. However, there are many ways to market your business creatively without breaking the bank. Here are seven creative ways to market your business on a tight budget.

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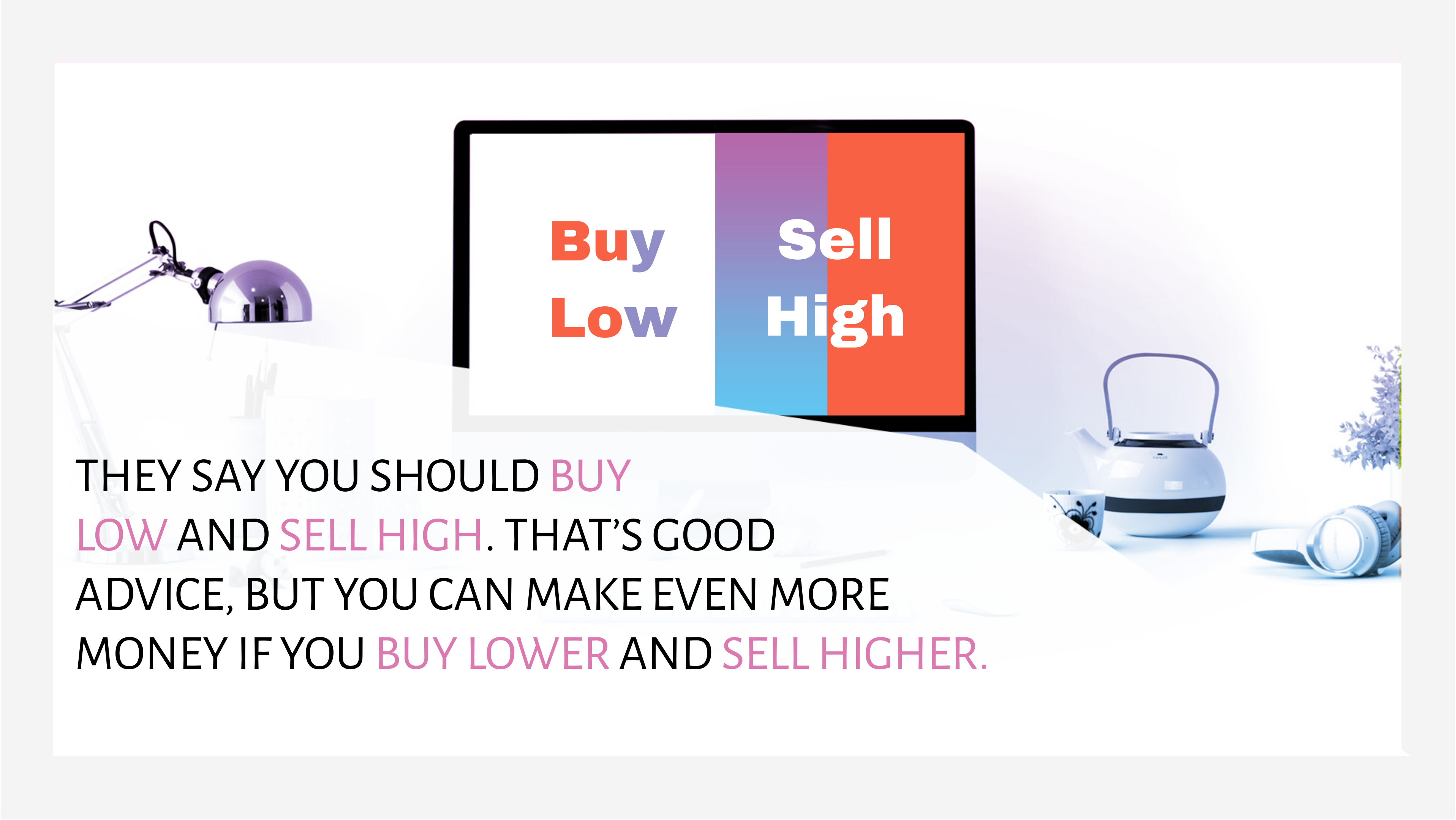
TRAINING

HI, I'M **Dr Sylvan**

I WORK AS A SECURITY CONSULTANT.

> **HELP SECURITY ENTREPRENEURS**

> **CREATE A MEMORABLE BRAND SECURITY
CLIENTELES WILL MULTIPLY TRAFFIC & LOVE**

A stylized illustration of a desk with a lamp, a laptop, a teapot, and a pair of glasses. The laptop screen displays the text 'Buy Low Sell High'. The background is a light blue gradient.

**Buy
Low**

**Sell
High**

THEY SAY YOU SHOULD **BUY
LOW** AND **SELL HIGH**. THAT'S GOOD
ADVICE, BUT YOU CAN MAKE EVEN MORE
MONEY IF YOU **BUY LOWER** AND **SELL HIGHER**.



1 Leverage Social Media

- Social media platforms like Facebook, Instagram, Twitter, and LinkedIn offer a great opportunity to connect with your target audience.
- Create a strong social media presence, share engaging content, and build a community around your brand.
- Encourage social sharing to increase visibility and reach.



SELLING YOU

02

HOST EVENTS

Hosting events can be a great way to generate buzz and promote your business.

03

CREATE VALUABLE CONTENT

Content marketing is a powerful strategy that can help you build authority and establish trust with your target audience.

04

PARTNER WITH OTHER BUSINESS

Collaborating with other businesses can help you expand your reach and leverage their audience. Join networking groups, participate in local events, or offer to guest blog on other websites.

05

USE EMAIL MARKETING

Email marketing is an effective way to communicate with your customers and build a loyal following. Send regular newsletters, promotions, and updates about your business.

0

OFFER REFERRAL PROGRAMS

6

- **Word-of-mouth marketing is incredibly powerful, and referral programs can help you promote your business to new customers.**
- **Offer incentives to your existing customers for referring their friends, family, or colleagues to your business.**
- **This can be a discount, freebie, or any other perk that encourages them to spread the word.**



GET YOUR **OWN** BUSINESS

01
MARKET
YOURSELF

02
FIND
OPPORTUNITIES

03
SEND
EMAIL



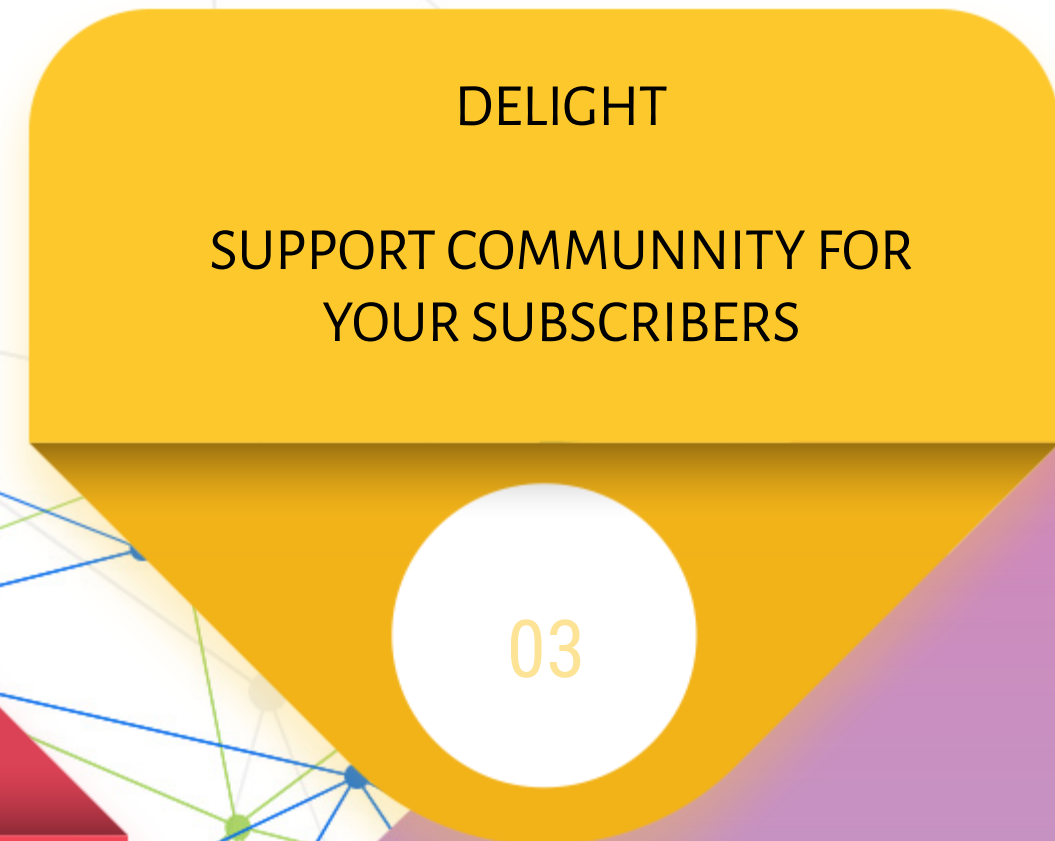


07

GET INVOLVED IN THE COMMUNITY

Participating in community events, charities, and volunteering opportunities can help you build a strong local presence. This is a great way to get to know your target audience, build trust and credibility, while also supporting a good cause.

WHAT **AFFILIATE MARKET** CAN LOOK LIKE





CONCLUSION

In conclusion, marketing your business on a tight budget can be challenging, but it is not impossible. With these creative strategies, you can market your business effectively without breaking the bank. Remember to be consistent, test and measure your efforts, and tailor your message to your target audience.

THANK YOU

We Welcome to Your Feedback.

Feel free to get in touch with us for any feedback or
question.

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