

## NEWS BULLETIN

### FIVE WAYS TO PROMOTE YOUR BUSINESS AT NO COST

With budgets tightening, businesses need to find new ways to promote their products and services. Marketing is still just as important to the success of the company, but these days it must be done with fewer resources. Here are five ways to promote your company **at no cost**:

**1. Write a press release.** Keep your company's name in front of your customers and prospects by submitting news to publications that reach them. There are myriad topics for press releases, such as new hires, new products & services, new hours, new web site, awards that you have won, trade show attendance, or a workshop that you are offering. An item about predictions and trends in your industry could be very interesting and help get the telephone ringing.

**2. Hold an event.** This doesn't have to be an elaborate event. It could be an open house, career fair, free seminar, demonstration, an appearance by a noted personality or public figure, or charitable event. Be sure to take photos to post on your web site and to use in press releases.

**3. Reach out to your customers.** Send your news by e-mail to everyone on your database. Use the news you sent to the press, but send it directly to your customers and prospects. Keeping the lines of communication open means that your company name will be top of mind when people are ready to buy.

**4. Give a presentation.** You know a lot about your industry. Offer to speak at a local group such as the Chamber of Commerce, Rotary, Lion's Club, PTA, or at one of the area colleges. Offer a free copy of the presentation on your web site. Promote the appearance through press releases to the media and by sending news bulletins to your customers and prospects. This shows that your company is an active participant in the community.

**5. Write a Letter to the Editor.** This is an excellent way to communicate with your audience. A letter to the editor could be used to state your position about local news, support a cause, or thank people for participating in an event. It's just one more way to keep the company name in the news at no charge.

For assistance with developing a marketing plan, writing press releases and more, call **410-275-2464**, or send an e-mail to [contact@accent-promotions.com](mailto:contact@accent-promotions.com).

**Accent Promotions** provides public relations and marketing services to businesses and non-profit organizations in the mid-Atlantic area. For more information, visit [www.accent-promotions.com](http://www.accent-promotions.com).