

## Marketing on a Budget

### EXPAND AND ASK

Ask for referrals from current customers. You can ask them verbally as a project is wrapping up or through email or social media if your business is cloud-based.

### GIVE IT AWAY

Hosting a free workshop, webinar or event that highlights your product or service is a great way to get in front of your ideal customer. People love learning, so classes can be a great way to build meaningful connections.

### BE CHARITABLE

Consider sponsoring a local event. Backing your favorite charity is rewarding and your business gets publicity. As a bonus, your business may be able to take a tax deduction for your sponsorship expenses.

### BE SOCIAL

Use your social media channels to run a contest or giveaway. You may have to spend a little for a prize or offer your product or service at no charge, but the number of participants and new potential leads you get will be worth the price.



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