

# **FREE MARKETING**

## **101 Low and No-Cost Ways to Grow Your Business Online & Off**

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**JIM COCKRUM** is an Internet marketer. He has started, run and sold several successful Internet based businesses. He has sold or has helped his clients sell millions of dollars worth of products and services online since 1997. He is the author of *The Silent Sales Machine* and has been featured in *The Wall Street Journal*, *Entrepreneur Magazine* and *Men's Health* magazine. He is a graduate of Indiana State University.

The Web site for this book is at [www.101freemarketing.com](http://www.101freemarketing.com)

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**MAIN IDEA**

While there's nothing inherently wrong with spending money on advertising, the best and most productive marketing strategies in the current business era are in fact free. Thanks mostly to the Internet, it's now feasible for no-cost advertising to outperform billboards, radio, TV, the print media, yellow pages and more.

The three basic strategies involved in free marketing are:

Free Marketing Strategies and Ideas

1

Get found online and establish and then protect your reputation

2

Build trust and keep expanding your circle of influence

3

Stay relevant, interesting & noteworthy as things change in the future

*"It's not that I am against spending on marketing; it's just that I've found that all of the most effective strategies available are now free or virtually free. It's as if marketing and advertising have been freed from the clutches of the old, established giants and expensive strategies that used to control them. As a result of all the interesting people and businesses I've worked with I've become a collector of effective marketing ideas. I have used and seen these ideas at work in my own business efforts, as well as in the businesses of my students and clients, and, in many cases, they have achieved amazing results for nearly a decade. It's not about saving money as much as it's about effective marketing."*

– Jim Cockrum

1

Get found online and establish and then protect your reputation

Pages 2 - 4

Today's economy is built on the basis of instant virtual relationships and the constant flow of information. Knowing that, it's vital that you get into important new habits:

- Establish your online reputation and then be proactive about managing it.
- Build small, focused and inexpensive Web sites rather than expensive monoliths.
- Be brief, be social and use videos well.
- Get found on search engines by doing simple things.
- Don't have a business plan, have a sales funnel you can draw on a napkin.
- Get into the habit of hanging out where your prospects hang out online.
- Don't ignore traditional media; learn to pursue them the smart way.
- Acknowledge smartphones are taking over the world – so be cell phone friendly.

2

Build trust and keep expanding your circle of influence

Pages 4 - 7

The key to marketing effectiveness today is to be informational, attention grabbing and powerful. In very direct terms, whoever creates the best content for their audience to consume will be the most successful and influential. With that in mind:

- Focus – do inch-wide, mile-deep niche marketing.
- Integrate video into what you do if you aspire to be taken seriously.
- Position yourself as a specialist in your field who consistently delivers great content.
- Do or produce something worthy to be shared and social media will be easy to use.
- Learn how to manage and then automate your e-mail marketing.
- Ask your customers what they want and give them what they want – again and again.
- Spoil your top customers and prospects unashamedly.
- Form and then harness powerful third-party marketing partnerships.
- Make the story behind your business come alive and then sell your why.

3

Stay relevant, interesting & noteworthy as things change in the future

Pages 7 - 8

The key to selling today is to remember your customers are already hyper educated before they speak to you. They've done their homework and know what every competitor offers. To succeed, you can't impress your customers with facts alone. You also have to be authentic. The only thing left to sell is you. Therefore:

- Get comfortable sharing online what makes you who you are.
- Everyone likes to buy from experts – so become an expert.
- Collaborate broadly and frequently.
- Understand how to use split tests to learn how to succeed.
- Never stop learning – love of learning is a great marketing skill.

