

### 6 Ways To Promote Your Business - Without Trade Shows Or Personal Selling

Trade shows are an expensive way of growing your business. You may not realize there are many other low cost ways of promoting your business to other businesses.

One of the best strategies you can use is to borrow successful practices from businesses that are not in your specific industry.

Since nearly **everyone** in similar industries promotes the same way almost **no one** stands out. In business being invisible is a very dangerous thing indeed.

Here are a half dozen promotional methods for you consider for augmenting or replacing your trades show activities.

#### **Direct Mail**

“I tried direct mail once and it didn’t work. I sent out 500 letters and didn’t get one phone call.” Direct response professionals worldwide hear this statement every day. The sad part is that it’s true.

In fact, if you tried direct mail only once it would be miraculous if it did work. For best results in your direct mail promotions you need to practice repetition.

To use an analogy, when General Motors introduces a new car do they run a single television advertisement? How about one radio ad? Maybe one ad in the newspaper? That would be ridiculous, so is doing one mailing.

The truth is that once you’ve created a winning promotional piece repetition sells in all media, whether you are buying television ads at \$100,000 per spot or sending out a hand drawn photocopied flyer to a list of one hundred prospects.

There are many things you can do to make your direct mail pay:

Test your direct mail in lots of 250 and follow up on the phone. Offer your prospects free problem solving information. Try sending out a series of post cards. Change your headlines, your offers, and your envelope. Test, test, and test again.

Direct mail’s great strength is that it’s totally measurable and once tested and tuned up is a very predictable and profitable way of generating business.

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## Seminars

Seminars can help to position you as an expert in your field and will help to promote brand recognition. Prospects crave useful information that will help them make better choices and a seminar can be a great way for your company to “show its stuff.”

It’s a well-known fact that many people can’t handle speaking in front of groups. Perhaps you’re one of these people who’d rather pull off your fingernails with a pair of rusty pliers than give a talk. Here are a couple of things to keep in mind:

1. When giving a seminar calm down and remember that no one in your audience knows as much about your business as you do.
2. It’s possible that your fear stems from feeling unprepared. Do a practice run in front of some people you know and trust.

If you really want to get comfortable on your feet another option is for you to join Toastmasters.

If there is absolutely no way you will ever speak at a seminar all is not lost. You also have the option of sponsoring a speaker to come and present a seminar on your behalf. Suppliers are often willing to provide experts to come and speak at your seminar.

## Newsletters

Only 3% of prospects in any given market are ready to buy today. So what do you do to keep in touch with the other 97%? An informative and interesting newsletter is just the thing to keep your company at the top of your customer’s minds.

Make sure you think about the target audience you’re trying to reach and why. Remember to do all of your writing from their perspective and not yours. Keep it informative and be willing to inject a bit of humour. Don’t forget that your readers are interested in results, not methodologies.

If you really want to connect with your readers avoid using a stilted or formal writing style. Write to your audience as if you were talking to them. If you can’t write well, find someone in your company who can. If no one in your company is comfortable writing consider hiring a freelance writer. Another attractive option is to produce a joint venture newsletter with someone in a non-competing or complementary business.

## Web Sites

Selling on your web site doesn’t necessarily mean e-commerce. You’re better to view your web site as a great way of pre-selling your prospects. The easiest way to pre-sell

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your prospects is to make your site an information resource they can return to in order to get answers to their most pressing questions.

Your web site is an excellent way for potential customers to make a non-threatening first contact. Many prospects won't contact anyone within an organization until they know a little bit more about it. They're afraid that they are going to be "sold" or pressured into making a buying decision before they are ready to.

Make certain your web site is an information rich destination that it is updated often. You can be sure that when your prospects are ready to buy they'll be calling you.

## **Business Cards**

How many business cards do you go through every year? You ought to go through thousands of them. The lowly business card makes a statement about you and how you conduct your business. Your business card often is the first point of entry you may have into new markets. If you are just starting out in business it may be the only marketing material you can afford.

What does your business card say about your company? Is it serious, fun, or nondescript? Full colour printing has come down in price and is an excellent way to reinforce a quality image for your business.

Make sure that your business card is four colours on one side. Don't forget to use the other side. Print testimonials, or an offer, or your unique selling proposition in black ink on the back of your cards.

Make sure everyone you know has a half dozen of your cards. This includes friends, customers, suppliers, your accountant, your lawyer, the person who delivers your home heating oil, even your crazy Uncle Fred. When the need for your product or service arises in conversation, well, you'll be handy.

## **Press Releases**

Press releases are an overlooked way of getting your name out. While there is no guarantee that your press release will be printed, there is no harm, and great potential benefit, in sending them out. Make sure they are newsworthy, well written, and not merely a thinly disguised advertisement.

New product or process announcements, staff promotions or hires, expansions or relocations, or upcoming charitable activities are all good standbys. Make sure your press releases are dated and that they include contact information. Target your media and get sending.

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Press releases stand a very good chance of being printed in smaller and/or highly targeted publications. Many of these publications are being run with the bare minimum in terms of editorial staff. They are often all too happy to accept information about independent businesses that is local, interesting, and topical.

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I hope you have enjoyed this short report on alternatives to trade shows.

I personally wish you the best of success in all your marketing ventures.

Sincerely,

Andrew Shedden  
President

## **What's Next?**

### **Marketing 101**

If your business sells to other businesses and you're interested in taking the first step to increasing your sales then contact us to set up an appointment for your free Marketing 101 telephone consultation.

During your Marketing 101 telephone consultation we'll spend some time getting to know more about you and your specific situation. Once we've spent some time learning about your challenges and goals we'll suggest marketing and communicating techniques you can quickly adapt to increase sales in your business.

Your consultation is completely confidential and you are under no obligation to commit to any of our recommendations. Nor will we pressure you in any way. You may choose to continue the relationship and if you choose not to that's okay too.

Book your free Marketing 101 telephone consultation today by calling us toll free at 1-800-353-4447 or fill in our contact form at:

[www.broadfieldcommunications.com/contact.htm](http://www.broadfieldcommunications.com/contact.htm)