



My Business Venture

MBV's 100 Ways to Advertise:

Marketing Strategies to Help Your E-Commerce Store Grow & Thrive

My Business Venture congratulates you on taking the first step towards your financial freedom! With some hard work and dedication, you now have the opportunity to build your business into a big and reliable money maker! As with any business, there are no guarantees of success. The ultimate success of any business venture will be directly attributed to your ability to learn and execute marketing strategies.

The first thing you need to do is to come up with a budget for marketing your business. Some people have thousands of dollars to invest and others have very little capital to invest in marketing. Whatever your situation might be, it's vital to establish a monthly marketing budget and stick with it! We have come up with 100 different ways that will help your business grow and thrive. Some of these ideas are free or inexpensive, while others require a larger investment. Our main objective is to get you off and running and thinking about marketing and advertising.

The following ideas, organized into specified categories--see 'Contents' below--are in no special order. We suggest reading through the packet and highlighting the marketing strategies that you think will work for your business. Then get online and do some research! Once you've decided which marketing strategies you're going to move forward with, take the time to execute each marketing strategy to it's best potential. Be patient and persistent, and see which strategies yield positive results. If they do, great! Stick with it! If not, try something else on the list or come up with some ideas of your own. There are countless ways to expand your business; all you need to bring to the table is determination and a steadfast work ethic and soon enough you'll be watching your business boom!

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This symbol indicates a Marketing Strategy that MBV can provide for you!

1. Social Media for Advertising

Social Media: What is it?

'Social network advertising,' also 'social media targeting' is used to describe forms of online advertising that focus on social networking services. One of the major benefits of this type of advertising is that advertisers can take advantage of the users' demographic information and target their ads appropriately. It's vital to be leveraging social media and social distribution channels to both demonstrate expertise in a subject and to share your content!



Check out MBV's Upgrade & Marketing Package, 'Social Media Marketing & Advertising' to learn more about what we can do for your Social Media campaigns!

Social Media Terminology

"Analytics" - Analytics tells you *what happened*. In general, it involves using technology to gather data which analysts can study. The goal of analysts is to examine this data, looking for patterns in behavior. The most common way of gathering data is using a tracking tag on a website or software application. The tag registers a "session" when a user visits and then stores data about what pages they visited, what actions they completed, and how they interacted with different elements such as clicking on buttons or performing a search.

"Avatar" - An avatar is an image and/or username that represents a person online within forums and social networks. (If you have one, you should use your business logo as your 'avatar' whenever possible!)

"Blog" - Blog is a word that was created from two words: "web log." Blogs are usually maintained by an individual or a business with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

"Forums" - Also known as a message board, a forum is an online discussion site. It originated as the modern equivalent of a traditional bulletin board, and a technological evolution of the dialup bulletin board system.

"Handle" - Although most people know you by your name, in the internet world, you are also likely to be known by your *social media handles*. 'Handles,' refers to your username or the personalized URL; when it comes to getting your name out there, you want your handles to correlate with the way you want to represent your business. Try to keep all of your social media handles exactly the same; your business name is of course a great idea for your handle!

"Hashtag" - A hashtag is a tag used on the social network Twitter as a way to annotate a message. A hashtag is a word or phrase preceded by a "#." Example: #yourhashtag. Hashtags are commonly used to show that a tweet, a Twitter message, is related to an event or conference, online or offline. Hashtags can do a lot for your website's growth when used properly. By featuring trending hashtags they're more likely to be shared. Hashtags can also be used to anchor text, present special offers, promote an event, spark a discussion and distribute breaking news.

"Like" - A "Like" is an action that can be made by a Facebook user. Instead of writing a comment for a message or a status update, a Facebook user can click the "Like" button as a quick way to show approval and share the message. Always check back on your posts to see how many 'Likes' they are getting; this could show you what's working and what's not!

Social Media for Advertising cont'd...

Social Media 'Apps' You *Should* Be Using

Facebook

What is Facebook? Facebook is a social utility that connects people with friends and others who work, study, and live around them. Facebook is the largest social network in the world with more than 800 million users.

How to Advertise with Facebook

- 1. Create a Business Facebook Profile** - Creating a Facebook profile will help you stay connected to all of your other Social Media pages (there is an option to easily connect your other profiles), gain followers, reach large audiences, post free ads, and much, much more.
- 2. Publish Facebook Ads** - Advertising your website is similar to Google AdWords in that it's also a cost-per-click bidding service. You can also set up a cost per thousand impressions bid (CPM). The only difference is that you'll be pushing your site on Facebook's extensive social network as opposed to Google.
- 3. Create a Facebook Fan Page** - Instead of just another Facebook profile, create a Fan Page so that you can establish a relationship with your intended audience.

YouTube

What is YouTube? YouTube allows billions of people to discover, watch and share *originally-created videos*. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. Every month, more than one billion people visit YouTube and watch over six billion hours of YouTube videos. These are a lot of potential customers! You get to decide *where and when* a video ad shows up and which of these potential customers see them.

Benefits of Advertising with YouTube

Connect with your audience - Video ads help you connect with potential customers in a unique and memorable way. You can be personal, share your expertise with the world, or put the camera on yourself and explain how your product or service can benefit your audience.

Reach the right people - You can show ads to the right people based on who they are, where they're located, and what they're interested in. For example, you can show ads to men between the ages of 18 to 34 who live in Boston or women who enjoy traveling.

Pay for what you get - With AdWords for video, you pay when a viewer actively selects your video, or chooses to continue watching a video when it first loads as they browse video content.

Measure your success - YouTube's free analytics tool helps you understand who's watching your ads and how people are interacting with them.

How to Advertise with YouTube


- 4. Create a YouTube Commercial** - Why not create a 30 to 60 second commercial with your camcorder, post it on www.youtube.com for free, then create a link on your home page, directing people to view your message. Promote your company, objectives, and anything else that would help people to purchase from you!
- 5. Follow Popular Channels & Users** - There's a lot to learn from other YouTube users. Start searching! Find business owners and fellow entrepreneurs who have something to teach you!

Social Media for Advertising cont'd...

How to Advertise with YouTube cont'd...

6. **Publish YouTube Ads** - YouTube offers more than just wasting time watching animals, and people, at their finest. All you have to do to use the power of YouTube is sign up for an AdWords account, upload your video and select the audience you want to reach out based on gender, age, location or interests.

7. **Create a Video Series** - A video series can accomplish the same results as a Podcast, in addition to proving that you're an authority figure by hosting a video tutorial. It's been found that 74% of all internet traffic in 2017 will be video.

 8. **Take Advantage of MBV's Upgrade, 'YouTube Professional Video Package'** - We have launched www.MBVideos.com and now have the capability of setting customers up with custom YouTube videos to use for marketing both on and off your website. Many clients have found great success when using videos as a marketing system especially since high-speed internet connections are almost universal at this point! Whether you are interested in one of our pre-packaged programs or would like us to create a custom video, we can help turn your vision into a reality.

Google


What is Google? Google is an American multinational technology company specializing in Internet-related services and products. These include online advertising technologies, search, cloud computing, and software.

How to Advertise with Google

9. **Google Adwords** - The concept behind AdWords is pretty simple. People search Google for a specific product or service, they spot your ad and click on it if that's what they're looking for. After people click on your ad, they'll head over to your website. The only catch is that it's a paid service known as cost-per-click. The higher the bid, the higher your ad will appear will in search results. However, you can set a budget.

10. **Sign up for Google+** - Being on Google + can almost instantly increase your search rankings, as well as updating your Circles. And, unlike other social media outlets, you can use Google + as a *blogging platform*.

11. **Set up Google Alerts** - Be up-to-date on the latest happenings in your industry through Google Alerts, which you can use to create content.

 12. **Track Google Analytics & Ranking Reports** (*Included in MBV Superstore Upgrade #2*) - Let MBV create a Google Analytics account for you and add it to your website for the most advanced tracking available. Google Analytics is a service that generates detailed statistics about a website's traffic & traffic sources, and measures conversions & sales. It's the most widely used website statistics service, tracking visitors from all referrers, including search engines and social networks, direct visits and referring sites. It also tracks display advertising, pay-per-click networks, email marketing and digital collateral such as links within PDF documents, conversions and visitors from computers, tables, and mobile platforms.

13. **Set-Up Google Adsense** - Set up a Google Adsense program. Adsense is a CPC (cost-per-click) advertising program that allows publishers (anyone wanting to put ads on their websites) to insert a small amount of HTML into their sites and have ads appear that are targetted and relevant to the content of the site.

Social Media for Advertising cont'd...

How to Advertise with Google cont'd...



14. Get your Website Verified (*Included in MBV Upgrade, 'Website Verification'*) - As the owner of an online business, it's imperative that your website not only be set up properly, but also that it presents a high level of credibility to visitors so that they will ultimately become returning customers. Not only can we submit your site to search engines, but we can now also have your website officially "verified" by Google. After the verifications are obtained, the logo of each (below) is placed at the bottom of your superstore site, showing customers that your site has been verified by one of the most commonly used search engines on the internet. This is a very important step in creating a comfortable shopping experience for your potential customers. These logos are recognized worldwide and showing that your business is supported by these companies will undoubtedly increase your chances in completing sales. In addition, your Search Engine Submissions (SES) will now receive priority submission status over "non-verified" websites, making your site more effectively marketable.

Yahoo

What is Yahoo? Yahoo, one of the most popular sites in the U.S., is an American multinational technology, globally known for its Web portal, search engine Yahoo Search, and related services, including Yahoo Directory, Yahoo Mail, Yahoo News, Yahoo Finance, Yahoo Groups, Yahoo Answers, advertising, online mapping, video sharing, fantasy sports and its social media website.

How to Advertise with Yahoo



15. Get your Website Verified (*Included in MBV Upgrade, 'Website Verification'*) - see above, 'How to Advertise with Google cont'd: Get Your Website Verified.' This is the same advertising strategy, except with Yahoo!, another one of the most commonly used search engines on the internet, worldwide.

16. Create Free Classified Ads - Use services like Yahoo! Classifieds to post free ads for your products and services. Also consider posting offers for free samples of your products, sweepstakes, and other giveaways.

Bing

What is Bing? Bing, known previously as Live Search, Windows Live Search, and MSN Search, is a web search engine from Microsoft.

How to Advertise with Bing



17. Get your Website Verified (*Included in MBV Upgrade, 'Website Verification'*) - see above, 'How to Advertise with Google cont'd: Get Your Website Verified.' This is the same advertising strategy, except with Bing, another one of the most commonly used search engines on the internet, worldwide.

Twitter

What is Twitter? Twitter is a fantastic platform to handle customer service concerns and to provide the latest happenings on your website. Setting up a Twitter account is free, and it allows you to interact with customers on an immediate and personal level. Nab a handle that's as close to your business' name as possible and tether your business email to the account. Use your logo as your avatar. Follow current customers, family members, friends and other businesses you admire or whose products your business uses. Promote your business in your tweets, but keep it fun, too - host giveaways or give shout outs to loyal customers. Give people a reason to follow your business!

Social Media for Advertising cont'd...

Twitter cont'd...

How to Advertise with Twitter

18. **Publish Twitter Ads** - Twitter offers a bidding system to help your website reach its intended audience. Through Promoted tweets you'll be able to increase brand advocacy and awareness. You can also make non-followers aware of your site and you'll have access to analytics so that you can track how effective your Twitter Ads are performing.

19. **Track Twitter Analytics** - Track multiple components of your Twitter Ads activity, analyze the behavior of your customers and optimize your campaign performance in real time.

20. **Create Objective-Based Campaigns** - Whether you're looking for more followers or website traffic, you can find the right Twitter Ads solution to help you achieve your business objective. Twitter guides you through the entire streamlined process.

21. **Tweet Often** - Tweet everyday and be consistent; Tweet about your new products, Special Offers, Holiday Specials, Promotions and more!

Instagram

What is Instagram? Instagram is a photo sharing application that lets users take photos, apply filters to their images, and share the photos instantly on the Instagram network and other social networks like Facebook, Flickr, Twitter, and Foursquare. The app is targeted toward mobile social sharing, and in just over one year, it has gained almost 15 million users.

How to Advertise with Instagram

22. **Post Often** - Post pictures of your most attractive items! Be sure to use applicable hashtags to grab attention. You can also post promotions, exclusive offers, coupons and give-aways.

Pinterest

What is Pinterest? Pinterest is one of the hottest social media outlets currently available. If you're business has clothing, fashion, beauty, entertainment, design, photography, food, jewelry, or a similar lifestyle-niche business, than you're a natural fit for image sharing on Pinterest, which can generate great exposure with high quality photos of your products.

How to Advertise with Pinterest

23. **Include your Website Address *Everywhere*** - You can bring Pinterest users back to your site by making sure that your web address is in Descriptions, mentioned in ALT Tags, your Profile and a Link uploaded in the actual image.

LinkedIn

What is LinkedIn? LinkedIn is a business-oriented social networking service; it is mainly used for professional networking.

How to Advertise with LinkedIn

24. **Create LinkedIn Ads** - Reach your intended audience through LinkedIn ads based on location and job function. A great option if you're website is designed to target professionals.

25. **Network** - Find business owners similar to yourself and 'Connect' with them! Share ideas, collaborate, establish an affiliate site, etc.

2. Blogging

Blogging: What is it?

A blog is a frequently updated online journal that you can shape to be anything you want it to be. Perhaps one of the best ways to grow your website is by blogging. You should do this everyday to keep your audience informed on news, upcoming events/promotions, commentary or just sharing something that your audience will find enjoyable. There are a number of great blogging platforms to choose from such as WordPress, Blogger, Medium, Squarespace, Svbtle and Tumblr.

How to Advertise by Blogging

26. Create an Industry-Specific Blog - An industry-specific blog can accomplish the same effect as an industry-specific social network. It's all about interacting with individuals who want to learn more or discuss the industry. Both blogs and networks that are specific to an industry can help establish trust and comfort. Both can also get your foot in the door with your intended audience.

27. Blog Comments - Commenting on other blogs that are relevant to your industry is a simple way to gain backlinks and spread brand awareness.

28. Guest Blog Posting & Relationship Blogging - By guest blogging on other's blog pages and websites, you can position yourself as knowledgeable, reliable business owner, get traffic back to your site, and build backlinks.


29. Be Consistent with your Blogging- Schedule your blog posts ahead of time and stick to the schedule! No one will follow you consistently if you're not consistent yourself!


3. Promotions & Special Offers

How to Advertise with Promotions & Special Offers

30. Give Something Away! - Got something you can offer in a competition? Newspapers and magazines will give you free editorial space in exchange for a prize. Just be aware they'll always want minimum prize values.

31. Reward repeat business - Won some more work from an existing client? Reward them through your very own loyalty strategy. How you reward them is up to you. Perhaps you could offer a discount or extra service. Encourage loyalty from your own customers by being loyal to them

 **32. Offer Giftcards on your Website** (*Included in MBV Superstore Upgrade #1*) - You will have the ability to sell gift cards that will work with your website only, ensuring that customers will come back to spend money at your website. These electronic giftcards do not require shipping and are the perfect last minute gift for your website shoppers as they can be customized and then delivered in just seconds. Your management system will monitor and alert you and the customer when a gift card is used and what the remaining balance is.

 **33. Offer Free Shipping** (*Included in MBV Superstore Upgrade #1*) - This feature will allow you to offer 'Free Shipping' to customers who spend more than the predetermined amount you decide. For example, you can offer a promotion such as, 'Spend \$100 or more and receive Free Shipping!' You can also offer 'Free Shipping' on specific items and/or categories, so that you can protect your profit margins on items that may already be deeply discounted.

34. Birthday Promotions - Ask for your customers birthdays during the Checkout Process, and send them coupons, promotions or other special offers during their Birthday Month! It'll keep them coming back!


Promotions & Special Offers cont'd...

How to Advertise with Promotions & Special Offers cont'd...

-  **35. Create Advanced Discount Coupon Codes** (*Included in MBV Superstore Upgrade #2*) - Your site can already utilize a coupon code using the Standard Coupon System, however, we have developed an Advanced Coupon Code Program that will allow you to create any code you like, for any duration of time, on any item, category, etc. For instance, if you would like to run a Black Friday special from 12pm-5pm on Electronics only, with this feature, you can! Codes can be set to be used once and expire, multiple times, and can be used as a dollar amount or percentage of the sale.
-  **36. Offer Holiday Specials** - Maximize your sales potential and take advantage of the spikes in shopping during the holidays and seasons, all while keeping your website looking its best! Your homepage has rotating 'sliders' to ensure a bright and friendly welcome when a customer arrives at your store. It's imperative that you rotate these banner ads and always appear updated and fresh looking, all while showing off your latest sales, specials, and featured products. *Check out MBV's Upgrade & Marketing Package, 'Custom Holiday and Seasonal Slider' Package to learn more!* This marketing package includes 20 custom sliders for you to utilize throughout the year. This includes sales and specials featured around the holidays and New Year, Back-to-School, Spring/Summer/Winter/Fall, the Superbowl, Mother's/Father's Day, Free Shipping, New Customer Discount, and many more! You can preview these sliders at: www.mbvholidaysite.com.

4. Establish Affiliate Programs

How to Advertise with Affiliate Programs

-  **37. Create an Affiliate Program** (*included in MBV Superstore Upgrade #2*) - This feature allows you to have an affiliate program and offer unlimited mirrored websites. It creates mirrored sites of your gift site that can be tracked per affiliate link. The system will monitor Hits, Orders, Commissions, etc. Each time an affiliate is created, it emails them their personal URL to drive traffic to. Perfect for tracking where sales are coming from and to get other people marketing your website! Your powerful administrators's console will track the sales from each affiliate so that you can pay them their commissions!
- 38. Publish Affiliate Ads** - Earn some additional money by teaming up with affiliate networks. Some of the top networks are ShareASale, CJ/Conversant, Amazon, ClickBank and Linkshare.
- 39. Join a Link Exchange Program** - Increase your link (store) popularity! A Link Exchange Program is like a requesting campaign where a site offers other sites to add their links and in exchange adds a links of others to itself. The purpose is to create reciprocal links which works on "I'll add you if you add me" basis. Link Exchange programs are quick and easy way to drive traffic and improvise search engines results. Bloggers like link exchanges because this way they increase their site's rankings in eyes of search engines with less efforts. This provides traffic from other sites, possible permanent readers and more page views for your site.
- 40. Create Business Alliances & Partnerships:** Build partnerships with businesses that offer complementary products and services, and then promote each other. Make joint press statements about your industry, your partnership, and your products and services. Make sure your partners provide links from their Web sites to yours.

5. Place Free Advertisements

41. Place Free Ads Online with www.merchantcircle.com - Your FREE network ads appear throughout the MerchantCircle network—on your merchant connections listing pages, on unclaimed listings and on City Pages! You get 1 network ad with your free listing. Additional ads become available with listing upgrades, such as the purchase of an external ad, also known as ‘a search engine marketing ad.’ Other places for Free Online Ads are: www.engineseeker.com, www.busydirect.com, www.usfreeads.com, and www.adready.com

42. Put your URL on Everything - Maximize your advertising efforts by listing your Web site address on everything you do. Print the URL on your company’s letterhead, on your business cards, on the front of your building or the door to your office suite. Use the URL in your e-mail signature. List the URL on any print advertising that you do, including phone books, brochures, flyers, and direct mail pieces.

6. Find Other Places to Sell

eBay

What is eBay? eBay is the world's online marketplace; a place for buyers and sellers to come together and buy or sell almost anything!

How does eBay work?

A seller lists an item on eBay, from antiques to cars, books to sporting goods. The seller chooses to accept only bids for the item (an auction-type listing) or to offer the Buy It Now option, which allows buyers to purchase the item straight away at a fixed price. In an online auction, the bidding opens at a price the seller specifies and remains on eBay for a certain number of days. Buyers then place bids on the item. When the listing ends, the buyer with the highest bid wins! In a Buy It Now listing, the first buyer willing to pay the seller's price gets the item. Buying and selling on eBay is *easy* and it's *fun*!

How to Advertise & Sell on eBay

43. See MBV's Ebay New Seller User Guide - We guide you through the entire process as to how to get started selling on eBay!

Craigslist

What is Craigslist? Craigslist is a classified advertisements website with sections devoted to jobs, housing, personals, for sale, items wanted, services, community, gigs, résumés, and discussion forums. It's the perfect place to post what you've got for sale (under For Sale category) and promote your website (in Forums & Discussion Groups)!

How to Advertise with Craigslist

44. Post Items for Sale - Attract people to your webstore by posting an item (include pictures, of course!) and include the URL to your webstore within the Description.

45. Participate in Discussion Forums - Put yourself and your business out there! Write up small summaries of your business, what you have to offer, and where you can be found.

46. Stay in the Loop - Check out the calendars in your area and see what events are going on. How can you get your business involved?

47. Advertise Your Blog - Attract people in your area to your website and blog by posting links in the Community section of Craigslist.

Find Other Places to Sell cont'd...

Amazon

What is Amazon? Amazon.com, Inc. is an American electronic commerce company; it is the largest Internet-based retailer in the United States.

How to Advertise with Amazon

48. Publish Amazon Product Ads - Reach millions of Amazon shoppers with ads linking to products on your own website. Only pay when a shopper clicks on your ad!

49. Post Amazon Ads - Amazon offers all types of advertising including, eCommerce Ads, Customer Review Ads, Add to Cart Ads, Coupon Ads and Showcase Ads. Go to Amazon's website and find out which type of add works best for your business!

TopHatter

What is TopHatter? TopHatter is an auction site/app similar to eBay; it offers a wide array of products and price ranges!

How to Advertise with TopHatter

50. Post Products - Post products that are available through your web superstore and wait for Auctioners! Be sure to include a link to your store!

51. Stay Active - TopHatter is an auction system so you need to be continually posting new products to make sure that viewers show up and stay interested!

7. Networking Opportunities

How to Advertise by Networking

52. Join Industry-Specific Networks - When you join a network that is specific to your industry, you have the opportunity to interact with people and professionals within your field who are seeking news and advice. (LinkedIn is one example of an industry-specific network.)

53. Attent Networking Events - Head out to an event that is in your niche and network with the people who are also in your industry.

54. Do Interviews & Press - Don't be shy in being the subject of an interview. It's a great way to build trust with your audience since they can associate a face with the website. Post about any press you get on all of your Social Media profiles and on your Website!

55. Participate in Non-Profit Work - This will help your site gain more exposure since it shows that you have a caring and charitable side.

56. Give a Donation - Donate to a local organization or a national charity and get exposure on their donors page and potentially a link back to your site. This could also be an opportunity for a tax write-off.

57. Sponsor a Competition - There are always competitions at newspapers and radio shows. Consider sponsoring one of them to raise your profile. You'll not only advertise your brand and company name, you'll be putting yourself in front of a much wider market!

58. Build Charitable Donations into your Pricing - A percentage of your profit goes to the charity of your choice. Chances are the charity will also promote for you and use their webpage to link back to yours!

Networking Opportunities cont'd...

How to Advertise by Networking cont'd...

59. Offer a Sponsorship - Continue to reach out to the community by sponsoring something like a little league baseball team. While you may not be able to get your name plastered across a NASCAR racing team, it is very affordable to contact some local teams for sponsorship. Many times for \$100 or less, you can sponsor a soccer team, little league, or bowling team. In return you usually receive a mention on the team jersey, in their newsletters, etc. People want to do business with people who give back to the local community!

8. Explore Traditional Means of Advertising

TV & Radio

60. Get on TV - Even if you don't have the funds to pay for television spots, you can still create commercials and share them on social media outlets like YouTube. However, Local Cable TV Spots are also available. Advertising on local cable channels is not always as expensive as you may think! Contact the local cable company and they will put you in touch with the sales department to discuss any possible ways to advertise on TV!

61. Get on the Radio - Radio still offers value in spreading your brand's website. You can pay local stations to plug your website or even pay for ads during streaming.

62. Create your own Weekly Podcast - Hosting a weekly Podcast is a clever way to reach new mobile users, announce the launch of a product/service/event or to provide your audience with something useful and entertaining.

Print Media

63. Get Business Cards Made - What better way to show you are a legitimate business, than with business cards. Even better, we will show you where to get 250 for FREE!!! Go to www.vistaprint.com for 250 free cards, just pay for shipping which is about \$5.95!

64. Use Direct Mail - Sending out brochures, pamphlets or being included in any local circular is a time tested method in making others aware of your site.

65. Create Flyers - Create your own or ask your eConsultant for one. We would be happy to email you one that you can print out and put up anywhere there is foot traffic! Schools, Stores, under car windshields, in mailboxes, etc. A cheap and easy way to get your name out there!

66. Get on a Billboard - If you have the budget, then why not spend the money on a billboard where thousands of daily commuters can see your website address.

67. Newspaper & Magazines - Here's another tried and true method to catch the attention of a wide range of people. Make sure to also purchase ad space for online publications as well.

68. Post your Business on Local Bulletin Boards - Post flyers and business cards everywhere you see a bulletin board. Be it the local library, supermarket, gym, or drug store!

69. Print Out Coupons - Make up a coupon for your site, (be sure to include any terms and an expiration date) and pass them around to friends and family. Get the coupon code set up on the back-end of your site!

Traditional Means of Advertising cont'd

Print Media cont'd...



70. Create a Logo (included in MBV's Upgrade Package, 'Custom Logo Design Service') - Image is everything! Create your own logo or have someone help you create one. It is imperative that you give your business an identity. Visit www.mbvlogos.com to order!

71. Yellow Pages - Contact your local yellow pages or yellow book to inquire about rates. Many times it is much less than you think it is. Yellow Page advertising lends credibility to your company so it is worth considering.

72. Car Stickers and Signs - Contact the local sign store and see if they can make you a magnetic sign for the side or back of your car or maybe letter the rear window with your website address. Herbalife, real estate companies, pizza delivery companies, locksmiths, and others have done this with their vehicles and it has been very successful!

73. Post Card Mailers - Create a post card or mailer and work with the local papers to have it included as an insert in the paper. Many smaller papers will work with you on the pricing and circulation. Work on a small scale and test it out. If it works, increase the exposure!

74. Restaurant Placemats - Ever see those advertisements on the placemats in diners and local restaurants? Usually in the corner of the placemat you will have a telephone number to contact the company that places those ads on the placemat.

75. Grocery Receipt Coupons - Ever flip over the receipts from the grocery store and notice ads? Well, look into getting your business noticed too! See if any people offering similar items are advertising on there. If they are, chances are it is working!

76. Flyer Handouts - Ever notice a flyer under your windshield when you come out of a store? Well although not all of those flyers will be turned into a sale, some of them will. That's why people do it. Because it does work and it is a very cost effective way to market.

77. Cafepress - Go to www.Cafepress.com and create custom mugs, shirts, hats, etc, with your company name, website address, and logo on it! You only pay for each item you order. Be a traveling billboard for your company. A great idea for friends and relatives. Let them advertise the business as they go about their daily routine!

Person to Person Advertising

78. Word of Mouth - This is the cheapest and most effective advertising. Tell everyone you know about your business. If they buy something from you and all goes well, they are going to tell their friends and that usually results in more sales!

79. Get Your Business involved with Local Charities - Everyone wants to work with a company that gives back and donates to worthwhile causes. Check out some local charities that you have an interest in and work with them on a fundraiser where a portion of the proceeds go to the charity. Make money and help others!

80. Try Consignment - Work with local store owners on a consignment basis. Ask them for a small corner to place some items and for each one that is sold, you simply pay a commission to the store owner.

81. Sponsor a Highway - It usually costs nothing, just a monthly trash pickup along the roadway. Your sponsorship gets your company name on a sign, which thousands of drivers will see!

Traditional Means of Advertising cont'd

Person to Person Advertising cont'd...

82. Get an 800 Customer Service Number - Look into getting a toll free number for your customers to call for ordering and information. These numbers are easy to get and can ring right to your home line or cell phone. Visit sites like www.tollfreenumber.org for more information.



83. Sell to Local Businesses - Just because you primarily sell to customers, does not mean you can't sell wholesale to local businesses. Try to set up a meeting with a few local stores and see if they would like to carry some of your product line. You can discount the retail price so that they can buy the products from you and still sell them for a profit. You have close to 12,000 products so surely they can find something to offer their clients.

84. Host a Booth at a Flea Market - Go down to the local flea markets and see what its fee is to have a booth for a day or weekend. If feasible, order extra catalogs and take orders on the spot. Maybe even purchase some gift items from the dropshipper as samples or to sell right at the flea market!

85. Think Outside of the Box - Do something unique, fun and crazy in your area, like dressing up in a costume on a street corner with a sign. This will definitely get people talking... and you may even get some free press out of it!

9. Miscellaneous Ways of Advertising

Upgrade Your Site

-  **86. Check out MBV's Upgrade Packages** - At MBV, we have a lot to offer, and we want to help! Make sure the packet, '*MBV Upgrade & Marketing Packages: Programs to Help Your E-Commerce Store Grow & Thrive*' is always accessible and get in touch with us!
-  **87. Master the Administrator's Console** - Have you unlocked all of the potential of your site? You need to explore and learn about the capabilities your site has, even without any upgrades! Make sure your packet, '*MBV Technology Instructions: Administrators Console*' is always nearby!
-  **88. Add Live Chat Support** (*included in MBV's Upgrade, 'Live Chat and Text Marketing Package'*) - Live customer support is the best way to close sales and to keep customers happy! The trouble with online shopping is that many customers are disconnected from someone who can answer their questions in real time with precision. Rather than watching potential customers click away from their e-commerce sites, many businesses have been adding Live Chat Support! As it turns out, live chat has the ability to provide the convenient answers that customers want, while also adding significant benefits you and your business.
-  **89. Add Text Marketing** (*included in MBV's Upgrade, 'Live Chat and Text Marketing Package'*) - Marketing strategies are about creating a balance and discovering the best ways to connect with both current and potential customers. Text message marketing can be an important piece of the marketing puzzle! The right text message marketing service can help you connect with your clients and create two-way communication by allowing you to alert them about daily deals and specials. It can also help you develop your relationship with your customers by creating a stronger sense of brand loyalty. Also, since consumers must provide you with contact information and consent to receiving messages, chances are that they will be much more likely to respond positively to messages they receive!

Miscellaneous Ways of Advertising cont'd...

Upgrade Your Site cont'd...

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90. Customer Database Email Program (*included in MBV's Superstore Upgrade #1*) - This feature allows you to communicate with your clients! You can create an email and send it to all of your customers at once. Tell them about sales, specials, and promotions that you have going on and get them to come back and shop at your store again!
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91. Email a Friend Feature (*included in MBV's Superstore Upgrade #1*) - We have a feature available that allows people who view your items on your website to forward them to a friend with one click of the mouse. It is called "email a friend" feature and is great for people who find something that someone else would be interested in. They simply click the button and it forwards the product and link on your website to the friend and allows them to add a short message to the email.

Online Marketing Suggestions

- 92. Create an e-Brochure** - Hard-copy brochures can be expensive to design and print. Save your money and create a PDF version instead, available to download via your website. Take the opportunity to really sell yourself and explain to potential customers why they should hire you.
- 93. Offer Free Newsletter Signup** - Get customers to sign up to your site to receive the newsletter you can publish monthly, weekly, or however you see fit. The newsletter can include anything you'd like; talk about Promotions, Sales, Good Store or Product Reviews, and much more.
- 94. Try Adroll Retargeting** - It's been found that only 2% of customers convert during their first visit to an online store. You can bring back that other 98% by using retargeting. This means that if a visitor comes to your site and doesn't make a purchase, Adroll will display ads for your website on any other sites that they visit.
- 95. Sell Advertising** - Your website is not only used for selling products. How about creating a page or multiple pages where people can advertise their business? Take out a free classified ad on craigslist.org or with a local paper. Even if you had 10 people pay you \$10 monthly to advertise on your site, that is \$100.00 a month and it is all pure profit!
- 96. Try Search Engine Optimization** - This can be very pricey so be careful before purchasing an optimization program. Research how SEO works!
- 97. Purchase Multiple Domain Names** - Did you know that for as little as \$25 you can have 2 domain names, both driving traffic to your website? Look into advertising more than 1 domain name and driving traffic to both. All the big guys do it, why don't you?
- 98. Get Access to 'Opt In' Email Lists** - Check out companies like www.infousa.com for mailing lists. This is a great way to email blast out tons of people for very little. Get that message out there!

Things to Consider

- 99. Create Image-Centric Content** - No matter what online strategies you chose, make sure you are publishing/posting content that has great photography, is bright, clear, modern and attractive looking. As consumers are hit with an increasing number of advertisements, it's becoming more important to make content easily and quickly digestible. Even more importantly, you have to stand out!
- 100. Keep in mind that 'Less is More'** - A very notable trend is the apparent shift in consumer preference regarding simplistic marketing messages instead of in-depth messages. Keep this in mind when publishing any of your online marketing strategies! [Note: Think about some of the top brands in the world, like Apple and Google--They clearly value simplicity!]

10. Get Started Marketing Today

Now that you have read through our 100+ ways of how to market your business, it's time to get started. Determine your marketing budget, pick out some of the strategies that interest you the most, and give them a try! Remember, start small and test out each strategy to make sure it yields positive results. Keep moving forward with the ideas that work, and eliminate those that are not effective.

Additionally, we recommend that you contact your Representative at MBV, at **1-800-639-6644**, so that we can help put together a marketing strategy for you based on your budget, time, computer knowledge & income expectation.

Congratulations on becoming a business owner. We wish you nothing but success and look forward to working with you to create a successful venture!

Best regards,
MBV Marketing Team

**We look forward
to helping you make
your business our
next success story!**



**Get involved and take steps toward marketing your business by contacting us today!
We are more than happy to answer any questions you may have!**



Simply call toll-free at **1-800-639-6644**



Or Email us at **info@mybusinessventure.com**

MyBusinessVenture is open Monday through Friday from 9am EST to 6pm EST.



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My Business Venture ('MBV') New York • 732 Smithtown Bypass, Smithtown NY 11787-5022