

PROMOTE YOUR BUSINESS

Advertising without paying for it

The cheapest form of advertising (and the best) is word of mouth. A satisfied customer will do more to promote your business than anything else that you can do. You can create sales reps for your business in many ways.

Generate ambassadors among friends, relatives and customers by doing the following:

- * Join a business organization or service group.
- * Offer a familiarization tour for these organizations.
- * Do a product presentation at their meeting.
- * Appear in local parades.
- * Donate prizes to charities with wide appeal.
- * Be a walking billboard (wear clothing with your business name and logo on them. Have signs on your vehicles with phone number and/or website included)
- * Talk with like-minded people. Visit with each other at least once a year.
- * Attend networking/training functions.
- * Let them know who you are and what you do. (Know how to introduce your business, carry business cards, have good quality photos)
- * Organize a familiarization tour of operations in your area for owner/operators and key, frontline staff that can make recommendations.
- * Visit with visitor information center staff (local and regional).
- * Consider attending Travel Center informational Spring Events to let the public know you are there.
- * Talk to local and region tourism office staff.
- * Ask for positive criticism of the overall experience of visiting your farm, ranch or business (access, entrance image, curb appeal, reception, amenities, departure).
- * Add value through special touches (find out what they like)
- * Set-up cross promotion tactics with local operations that cater to your preferred market.
- * Arrange for tangible memories to go home with them that act as visual reminders (photos, videos, CD-ROMs, art objects, horseshoes, themed Christmas ornaments, etc.)
- * Provide incentives for guests to recommend friends (i.e., 15% off their next visit/purchase if they bring a "new" guest)
- * Save time and hassle by providing excellent directions and good maps.
- * Provide a memorable experience.

REMEMBER

- * Be There and Care
 - * Have Fun
 - * Make Their Day
 - * Choose a Positive Attitude
 - * Be Visible
 - * Be Vocal
 - * Provide Samples
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