

60 LOW & NO COST
PR & MARKETING
STRATEGIES

CAROLROTH.COM

As I talk to entrepreneurs and small business owners, one of their biggest pain points is reaching and attracting new customers. However, traditional advertising and PR can be very expensive and out of reach for small business owners.

This e-book presents opportunities to generate PR & advertising for your business at a low cost. In fact, many of the ideas are 100% free.

I hope that you will find value in this e-book!

Carol Roth
CarolRoth.com

PS- If you like the tips in this e-book, why not connect with the contributor?

PPS-Make sure you check out the last few pages for some additional opportunities

This e-book was created with contributions provided by the CarolRoth.com contributor community.

You can get free PR by joining our community.

[Click here to join!](#)

- 1. WRITING/ARTICLES/EXPERT**
- 2. SOCIAL MEDIA**
- 3. BARTER/COLLABORATE**
- 4. GIVE TO GET**
- 5. OUT OF THE BOX**

**1. WRITING/
ARTICLES/
EXPERT**

CAROLROTH.COM

Writing articles is the simplest, most cost effective way to market yourself and get PR. If you are consistent in your writing, say 4-5 articles per week on topics of which you are either an expert or interview experts, these articles go viral. It's not one to one, it's one to many, while you are doing other things!

Rosanne Dausilio of Human Technologies Global Inc.
.....

The search engines LOVE bloggers, by the way, so the more blog posts you can create, the better. You'll be all over the internet in no time if you start blogging.

Sheila Van Houten, DD, PhD of New Light Consulting Corporation.
.....

After most articles, there is a reader's comment box that is a goldmine for free publicity. Not only do the article's readers check it out, but the author of the article usually reads it as well. If you offer important information, the author may use you or your client for a future story.

Pete Moraga of Insurance Information Network of CA.

Press Releases are a very effective and free tool to promote a company, product or service, or even a blog. Press releases can get your name out there in front of thousands of interested visitors and are a great way to embed your brand in the minds of your targeted audience. There are many free press release distribution sites like dBusinessNews, where newsfeeds and press release posts are carried by major distribution services such as Google & Yahoo.

Michael Fekkes of ENLIGN Business Brokers.

.....

Be the resource the journalist is looking for and become the person they turn to. Understand their reporting style and focus, who their audience is, and where the hook is.

Lennie Rose of Big Ooga.

.....

HARO- Help a Reporter Out. Reporters and media representatives post daily requests for sources to guest on broadcast radio and web shows, or contribute to books or other written publications. (I've personally captured several broadcast radio talk-show spots in this way.) The cost to apply is your time!

W. Michael King, Ph.D. of www.wmichaelking.com.

WRITING/ARTICLES/EXPERT

Being quoted or featured in "brand name" magazines, newspapers, blogs and radio shows builds credibility. Target media outlets for stories that best represent your brand vs. blindly answering every possible request. Check out [Reporter Connection](#) and [Pitchrate](#).

Maria Marsala of Elevating Your Business.

.....

I found [RadioGuestList](#) to be a gold mine of exposure. You can get daily email requests by myriad internet and other radio shows looking for ideas to talk about. The opportunities to be interviewed are FREE! I have been interviewed in numerous geographic and media markets across the United States that also broadcast the show internationally.

Tony Marren of Operation Just One Can.

.....

Write a short article and submit it to publication with worldwide readership. At the bottom of the article, you can promote yourself and your site. For example, Stephen Covey has several publications for business people. Appear in just one and your name will be seen by a huge audience.

Marlene Caroselli.

For a better chance to achieve news media coverage, offer reporters a chance to test/sample your product or service:

- Have the biggest/best sandwich in town? Arrange for a reporter to eat one and do a story.
- Train dogs? Have a reporter teach with you.
- Clean homes? Let one dust and mop alongside you.
- Detail cars? Get a reporter to work on one.
- Teach piano? Teach a reporter to play.

Barry Sigale of Sigale Public Relations.

.....

My never-fail tip for getting free PR is writing a letter to the editor of your local newspaper. Tie into a trending or newsworthy topic, or simply request some type of action on the part of the reader (e.g. write your congressman, save a local park). This not only puts you in front of your newspaper's entire circulation, but it also puts you on the newsroom's radar. I've had many successes for clients with this simple method and it has even resulted in feature stories written by the paper!

Stephanie Trahd of More in Store Marketing, LLC.

Give free lectures on your business in churches, synagogues, shopping malls, clubs, etc. You own a hairdressing salon? Talk about hairstyles. A dress shop? Talk about fashion. A restaurant? Demonstrate recipes in shopping malls. You're an expert (yes, you are!) so talk everywhere you can.

Miriam Silverberg.

.....

Although not necessarily unusual, the best way to get free PR for your company is to give a speech. I have built large businesses that way and it led to my becoming a professional speaker for 30 years. I am now once again using this method to launch a new business I have started and find it still works as well, although the bookings are harder to get (even free).

Gayle Carson of Carson Research Center.

.....

Consistency is the best PR and marketing. Apply consistency to the free Internet platform called BlogTalkRadio in two ways and you'll have a winner. First, do a search for popular radio shows in your topic and email the hosts to request interviews. Second, start your own show and keep showing up.

Rosey Dow of The Prospect Profiler™.

Become known as an expert and people will come to you for your services/products. The most effective way to do this is to write a book. With multiple ways to get yourself published, including self-publishing, this has never been easier. It's also your ticket to be interviewed on radio or in print.

Paul Scheatzle of Bailey Rehabilitation.

.....

Search for blogs that frequently publish tips and knowledge from contributors (like CarolRoth.com). All contributors are awarded with a link to their site and have an opportunity to demonstrate their expertise. You can find bloggers who are currently searching for contributors on Blog Stampede.

Sarah Moore of Vappingo.

.....

Promote! It's the best way to build your brand and establish you as the go to person in your industry. Whenever you have news regarding you, i.e. Entrepreneur of the Year Award, Best Chef in the State or news regarding your business, send out an announcement or a press release to your e-mail list. Let people know what your business is doing.

Eula M. Young, COO of Griot's Roll Film Production.

If you can answer the four questions above then you have NEWS to share. Whether it is in print or online, the media is always interested in "Names and Faces". Who works where, when and doing what? You don't necessarily have to hire in order to get press. Just promote someone to a new position and you have a who did what, where and when.

Vicki Donlan of VickiDonlan.

.....

YOU are your own best reporter and therefore, I turned to citizen journalism for my marketing needs. I have posted stories and a blog in the newspaper/website called YourHub.com for years. The website chooses pieces to put in its print edition every week, and often my stories make the hard copy cut. It doesn't cost anything, it's circulated all over town, and my only investment was my time.

Anthonette Klinkerman of Courtesy Bootcamp.

Do you know all of the radio personalities in your area? Determine which media fits your market, and then get introduced to the media personalities on that media. If they are running a remote event, go there and introduce yourself. Often times, the personalities are also the program director or other influencer. They are always looking for interesting topics to draw listeners. Provide them a controversial topic or something relevant to the current news. They will often times have you on their show.

Harlan Goerger of H Goerger & Associates Inc.

.....

The most productive & efficient way that I generate free publicity is by proactively contacting magazine writers and editors in my field, and "help them help me". They need to fill up their publications with stories and info. So, I periodically reach out to them offering to provide "boots on the ground" insights and perspectives on the industry and trends. They appreciate the assistance (I have even authored some of the articles for them) and my companies certainly benefit from the free exposure.

Mitch Pisik of Business Strategist and Consultant.

Many magazines (ezines too), newspapers and talk shows offer FREE business spotlights because they are in need of unique stories on a continual basis - do the research and submit your company for some of these spotlights - they garner dynamic visibility and website traffic. They need you...tell your story...

Troy Campbell of TROYBOY INTERNATIONAL.

.....

Go to Google News and find a recent news story that relates to your business or service. Then, make a list of journalists who cover this specific type of story. Email them to offer yourself as an expert on the topic for other stories that they have coming up. Follow-up by phone as well.

Bridget Dean of Dean Communications.

.....

There are 2 major and over 20 smaller newspapers in our area. I used to mail or email a press release to each venue individually and got hit and miss coverage. Then, I discovered AmericanTowns.com. I created a profile for my facility, submit the press release and have them distribute it to selected venues. Now, almost every newspaper runs our event. We have seen a dramatic upswing of calls and attendance.

Linda Watson of Pretty Pony Pastures.

2. SOCIAL MEDIA

CAROLROTH.COM

At the top of my list is MerchantCircle.com. You can register a free membership, create your member page, write blogs, newsletters, and create coupons all for free. So many perks with this organization - it's not to be missed!

Sheila Van Houten, DD, PhD of New Light Consulting Corporation.

.....

Social media and networking sites are no longer just for communicating with friends and sharing family photos. Small businesses are utilizing free sites such as Facebook, Twitter and LinkedIn to create an online presence and spread the word about their products and services. For some businesses, these sites play as valuable a role in marketing as their company Web site, if not more so. They provide a comfortable, familiar setting for people interested in learning more about your business.

Eric Richard of Appointment-Plus.

LinkedIn has hundreds of Groups that companies can join that target their specific audience, such as chemical manufacturers, logistics, etc. You can post news, blogs, and articles to the groups, which will send out a daily email to group members that include a link to your article. It is like free email marketing.

Becky Boyd of MediaFirst PR.

.....

Ask other businesses what they did for the best publicity. If a competitor will not help you, ask on Facebook, Twitter, Linked In, or submit it to a group you are involved in for an area of discussion. If all else fails, there are many courses available that can help you for a fee to learn multiple ways to get free publicity. Many say why pay for free advice. The person putting on the seminar or webinar has taken the time to do the research for others. Your time spent researching is money lost.

Carol Coots of Practical Cost Reduction.

Digg, Quora, Reddit, Hacker News and more are sites that are coming to popularity as publicity outlets because lots of people love to see interesting businesses and comment on them. If you can get someone credible within those communities to submit your business, you can see a lot of free traffic flowing in.

Danny Wong of Fitted Dress Shirts by TT.

.....

One of the best low cost marketing strategies today is Social Media - all you have to invest is your time and you can get sales, build relationships and move your business forward because you are looked at and considered a leading expert in your field. Social media is also a good way to build your list if you understand it's about building relationships and sharing great content and relevant tips.

Diane Conklin of Complete Marketing Systems.

.....

Conduct a Twitter chat, Twitter party, webinar or audio call. Give out content that is of value and then upsell your products and services at the end with a special offer. The free participation will get attention and once you build up the trust from your content you can convert attendees into customers.

Carol Roth of CarolRoth.com

3. BARTER/ COLLABORATE

CAROLROTH.COM

Look for synergetic situations and solutions where multiple businesses win. Cross market. Collaborate. [Carol Roth's blog](#) is a perfect example.

The blog receives a wide variety of contributors sharing thoughts and ideas and participants get a chance to share thoughts and ideas on a variety of business topics. This is free PR/Marketing for our companies and ourselves.

Faith Fuqua-Purvis of Synergetic Solutions LLC.

.....

Tie-ins are a great way to get small, unknown businesses “out there”. There are many ways to do this, and the key is to be creative and topical. Look at the macro-environment in which your business exists. What can you connect with that people are talking about that will help promote you? Perhaps you can partner with a well-known organization (for profit or not)? There could be a relevant “Day” such as Family Day or Earth Day? Or run a promotion with popular websites or magazines.

Gina D. Shaffer of TanDen Concepts.

Swap your own skills for the in-kind donation of PR/Marketing services. Whatever it is that you do, trade it for skilled services. I did a marketing brochure for a new-in-business life coach and got great career counseling - and she got a new marketing tool! A colleague of mine traded office space at a nonprofit in exchange for a several hours of PR expertise per week. It's just a win-win for everyone.

Macy Bodenhamer of Four22 Creative Marketing.

.....

Contact magazines, newspapers, websites and other venues that may have unused ad space. Offer to barter your products and services for them running advertisements on your behalf. Or even offer to pay them a percentage of sales. It's upside to them and less money coming out of your pocket.

Carol Roth of CarolRoth.com

4. GIVE TO GET

CAROLROTH.COM

Volunteer your businesses' specialty as a service for a charity function or, if you're a retailer, volunteer your time. A hair salon can do hairdressing for a charity fashion show; a tire salesman can be a waiter for a fund-raising dinner. You get the opportunity to mingle with guests and chat about your business. Your business card or promotional item may be placed at each seat or in gift bags. It's great low cost exposure with tax benefits and you will be viewed positively by prospective clients!

Victoria Markham of Victoria Markham Productions.

.....

Most businesses understand that product giveaways/contests are a great way to reward their community. Most miss the fact that they should piggyback/package their giveaway/contest with another company. Pick a partner who can offer value and lots of eyeballs for your company within their community. For the cost of your product, you get more eyeballs and leads than if you go it alone.

Chris Theisen of Flex-Pac Inc.

If you own a restaurant, the fastest and least expensive way to garner free publicity for your company is by delivering HOT FOOD to a local radio station.

The two most important words in the food industry are FREE FOOD. Why radio and not TV? One word- SECURITY. It's much easier to get access to the on air talent in radio than TV. Call the station just before you arrive. Don't ASK if they want food, just deliver it. The smaller the market, the better your chances are of getting mentioned.

John DiPietro of Advanced Business Concepts/DiPietro.

.....

Okay, donating makes it free to others, not to us. But you are doing good and grateful organizations will acknowledge the gift to their members. The group may not be your primary audience, but the good deed will not go unnoticed.

Haleh Rabizadeh Resnick of Little Patient Big Doctor.

We invite potential clients to a one day seminar called Your Public Speaking Workout. They get to see what we do, and then they hire us! We got one of our biggest clients using this method. Also, we offer one of the seats to a local non-profit. The non-profit gets to share their story with the group. The cost is basically coffee and bagels.

Jessica Selasky of Confidence Builders.

.....

Give each customer that walks through your door a sealed envelope with your company stamp on the back fold (at the seal). Tell the customer to take it home and NOT open it. If they bring the envelope back on Monday, one of your staff will open it in front of them -- and they'll receive whatever prize is listed inside.

Paula Pant of AffordAnything.org.

.....

Get involved in your community. Offer to be the spokesperson to help a local nonprofit that would not otherwise have a voice. You will be noticed and feel good too!

Eileen Batson of Batson Group Marketing and PR.

Hitch a ride on someone else’s bandwagon by joining their conversation. You talk to your audience all the time. Broaden the reach of your message by talking to someone else’s. This is particularly easy to do in the social media realm. Of course, you have to add value or your voice will not be heard. So add tips, add stats, add humor or simply add a different perspective. Do it right and it will add up to a win for you.

An example? Submitting to Carol Roth’s blog.

Kathy Ver Eecke of Working for Wonka.

.....

One of the fastest ways to get free publicity for your business is to host a charity event and invite a celebrity to attend the event. The celebrity could be a politician, a government official or a movie star. Then, invite the press for the charity event and hope that they cover your event in their media outlets.

Don't forget to send a press release at least a week before the event to local media outlets and have a media kit in hand to distribute to the press at your event.

Vinil Ramdev of StartUp Growth Expert.

Of all the marketing strategies, there is one secret that is so powerful, yet so simple, you probably overlooked it. That tactic is to consistently and genuinely care about your clients' success, outcomes and challenges.

Then, use integrated marketing tactics to deliver your "care" message. Mix it up. Use greeting cards, emails, phone calls or personal visits, for example. Or talk about your clients' success on your blog and in social media. The benefit is more business and referrals.

Bill Gluth of Bill Gluth.com.

.....

The best way to "get" anything in life is to "GIVE" first. As it relates to getting free or low cost PR/Marketing for your business, simply refer your business friends to the people who know and trust you. It's that simple! A consumer is 80% more likely to consider, and 35% more likely to accept a referral from someone they know and trust you. Since you have people who know and trust you (consumer friends), refer them the people you know and trust (your business friends).

Steve Gallegos

GIVE TO GET

27

Connect with a nonprofit. It brings employees together, builds goodwill and establishes new connections. If you partner with an established organization, their PR team can help with planning and promotion. If you chose a nonprofit based on a human connection (supporting the American Cancer Society because a coworker is a survivor), share this with the nonprofit and media.

Chris Falk of The HealthCare MarCom Letter.

5. OUT OF THE BOX

CAROLROTH.COM

To promote your company and what you do, partner with a local coffeehouse and shoot your next video segment there. Ask them for permission of course and invite your friends and associates to be part of the video shoot. Work out an arrangement with coffeehouse to have free coffee provided for those in the video and promote the coffeehouse before, during and after the shoot. This will also intrigue other people to inquire about what you are doing and you can promote your business to a captive audience.

Myles Miller of LeadUP.Biz.

.....

Vista Print is an online printing company that offers freebies to customers all of the time! Their first offer is 250 free business cards and the offers pour in after you place that first order for free business cards. I have received free notepads, pens, magnets, postcards, mailing labels, self-inking rubber stamps, letterhead, tote bags and the like with my own company logo for little to no cost that can be given to prospects.

Bernice Dickey of My #1 Is Still My #1!

Host a free event in your area. It could be a book signing, CD Listening Party or Networking Meet Up for your local area. Contact your local radio, TV and Internet news web sites. You can generate "buzz" and awareness for your brand and have a great time doing it. Don't forget to Tweet about the event and post it on all social media platforms. And, do a good deed. You will want to take up a collection for Japan relief efforts and support the Red Cross. You will feel good and generate free PR.

Roz Wolf of Roz Wolf PR.

.....

We use active entertainment items to get us noticed. Trade shows will allow you more room than just your normal booth size when you use them because they entertain the participants... so you can look like a bigger presence. We use golf putting and driving games, prize wheels, Plinko- all items that can be purchased or rented easily. We use these same items for non-profit events. It keeps us in front of the people we want to sell to and we can interact easily because we are playing a game.

Diane Hawn of Get Promoted LLC.

My one best tip for getting Free or Low Cost PR/Marketing for business is to be unconventional while utilizing what you do have. This may sound "crazy" for a lack of a better term, but with my wife in agreement with me, I paid a small fee to have my website and my book cover plastered on all four sides of our truck. I simply go throughout each day fulfilling my daily obligations and I am actually marketing while I'm driving. I have had many people contact me and purchase my book because of our car.

Kevin Benton of Kevin Benton Ministries.

.....

I have a Magnetic Sign on the right and left sides of my van, with a third Magnetic sign on the back door of my van. Everyone who follows me sees that sign and calls me at the phone number listed on that sign. It is low cost for each sign. If I lose one in a car wash, I order another. Those signs have gotten more attention, and I have received more calls from someone seeing my signs than any other single thing I have ever done!

Gary Christensen of Christensen's Delivery Service.

Getting free PR is very simple: do something notable. Do something different and memorable, something that is amusing, audacious, or outrageous. Do something that others will care about, that provides value in their own lives. In short, filter any proposed activity by this test-- will people talk about it around the water cooler on Monday? If the answer is yes, PR happens naturally and organically-- the story will get picked up in this hyper-connected, social-networked, up-voting world.

Nathan Beckord of VentureArchetypes LLC.

.....

If retaining ongoing PR is not in your budget, hire a publicist for an hour or two of one-on-one consultation. You'll get loads of ideas, reference materials, and contacts tailored to you, your business, and the markets you want to reach. There are also several excellent free PR and marketing newsletters. Subscribe and pick up ideas that you can do yourself.

Flo Selfman of Words à la Mode.

Colleges--the single best tip for getting free or low-cost PR/marketing for businesses is colleges. Business schools--graduate and undergraduate--all over the country are requiring their students to have real-life experience working with real companies on real projects. Some as individuals, some as part of a team, but all are eager and educated. This assumes "free" refers to money rather than time, because it does take some time to manage them, but in my experience, it's worth the investment.

Scott Harris of Mustang Marketing.

.....

Contact career services & educators at your local university. There are a LOT of students looking for projects to build their portfolios for prospective employers...and teachers looking for "real world" projects in the classroom. We've had accounting students do cost & B/E analysis on projects, communication students create videos, and marketing students help with advertising- all for a few bags of coffee!

Trevor M. Hall of Coulee Coffee Roastery.

Used correctly, tradeshow can be a free ticket to media coverage of your company. Some last-minute things you can do to grab your share of the spotlight:

- *Secure the event media list from conference management
- *Distribute a basic press kit to event media
- *Attend workshops or panel discussions; ask questions identifying yourself/ your company
- *Draft a post-event press release- distribute to event media

David Menzies of Menzies Consulting, Inc.

.....

Upload a crazy video to YouTube. Pay mturk.com folks 1.5 cents each to view the video. For \$3K, you can get 200K views, enough to put you in YouTube's Top 20, which means a lot more people will see it. The public still decides if the video goes viral, but now you've got a much better shot.

Is that how Melissa Black's "Friday" became popular? For \$5K (\$2K production, \$3K promotion), arkmusicfactory.com generated tremendous interest in their production-quality vanity videos.

Sarang Gupta of Sarang Consulting.

Celebrate an event. National Potato Chip Day was March 14. Our company Royalty Industries, LLC and The Adventures of Princess Zaria hosted a Potato Chip Party in recognition of the celebration. Our local paper, The Detroit News, came out to cover the event after receiving a pitch from me. We served a variety of potato chips to the kids including salt and vinegar, cheese, sour cream and onion, hot and honey barbeque. We played Electronic Hot Potato and Mr. and Mrs. Potato Head Contests.

Cheryl Pope of Royalty Industries, LLC.

JOIN US!

CAROLROTH.COM

JOIN OUR COMMUNITY

Since this e-book is all about getting free PR for your business, we want to invite you to be part of our contributor community. By joining, you can contribute your expertise to articles and blogs that we write for CarolRoth.com and other venues. All of the contributors to this e-book are part of the community- perhaps you will be in the next one!

To join us and contribute to the CarolRoth.com community (& get free PR opportunities!), [click here](#) and sign up!

BECOME **THE** EXPERT

38

Becoming a recognized expert in media and other venues can take your business or career to the next level. Do your customers want to work with the company whose owner wrote the industry article or the company whose owner read the industry article? Would you rather hire someone who wrote the book on a subject or who read the book on a subject? How about the person who speaks regularly at conferences vs. attends industry conferences?

Carol invites you to learn how to become an expert in various media with her new program. If you own a business, seek to become a recognized media personality or want to take your career to the next level, this program is for you. Carol has been featured in hundreds of media outlets, is a New York Times bestselling author and is a regular contributor on Fox News, Fox Business, MSNBC and more!

Plus, Carol always stands behind the value she delivers, so there is a 30-day money back guarantee on the program (which costs less than a one-month retainer at a PR firm).

For less than the cost of a one-month PR retainer, learn how to become a media expert (including on television, in print, as an author and more)!

[Click here](#) to sign up or find out more information.

ABOUT CAROL ROTH

39

Carol Roth is a business strategist, deal maker and author of the *New York Times* bestselling book, The Entrepreneur Equation. She has helped her clients, ranging from solopreneurs to multinational corporations, raise more than \$1 billion in capital, complete more than \$750 million worth of M&A transactions, secure high-profile licensing and partnership deals and create million dollar brand loyalty programs.

Carol is a frequent radio, television and print media contributor on the topics of business and entrepreneurship, appearing regularly on Fox News, MSNBC, Fox Business, WGN TV Chicago and more. Additionally, Carol's Unsolicited Business Advice blog at CarolRoth.com was recently named as one of the Top 10 small business blogs online and she is a contributing blogger to outlets like *The Huffington Post* and *Crain's Chicago Business/Enterprise City*.

Ms. Roth holds a Bachelor of Science in Economics from the Wharton School of Business at the University of Pennsylvania where she graduated Magna Cum Laude.

You can connect with Carol on Twitter: [@CarolJSRoth](https://twitter.com/CarolJSRoth)



60 LOW & NO COST
PR & MARKETING
STRATEGIES

CAROLROTH.COM