

From Sharon King in the MPM Members Forum:

Here are some marketing and promotion ideas I wrote to promote MPM:

50 Unique, FREE, or Low Cost Ways to promote and grow your My PowerMall Business

****Do at least one thing a day to promote and grow your business. Be sure to share your business with EVERYONE you meet or run into, NEVER assume anyone is not a “good” candidate or won’t be interested!!.** I have signed several people who don’t even own a computer! I told them when their business kicks off they can buy one from their mall!

1---Flyers—we have a great one we are using that is pulling like crazy. I will be happy to share it as soon as it is approved by corporate. You need Powerpoint to print it, if you don’t have Powerpoint, I will be glad to mail you a camera ready copy with you info already on it so all you have to do is get copies made. **MILLION DOLLAR TIP:**

Keep some flyers in your car, purse, somewhere on you at ALL TIMES. You never know who you will talk to who is interested in this business, and you should always have the info to give them. Also try to get their name and email address to follow up, and send more info.

2---Business cards- Make it a point to hand out at least 10-20 business cards a day to get your business off the ground. – This is way easier than you think. Just give them to everyone you encounter in your day! The drycleaners, pizza person, restaurant owner/or waitress. Especially those poor men working outside in this sweltering heat, What do you think they wouldn’t give to give that up? Use the VistaPrint service in our mall because they give you 250 FREE cards just for paying the \$5.45 postage, If you really want to explode you business, spend a little more and have VistaPrint put this on the back of the cards--This card entitles you to one FREE online shopping mall with 1,000+ stores AND a \$25 gift certificate to get you started if you join as a business. Or if you can’t afford to do that yet, use the 3 address lines on the front and put, “This card entitles you to one

FREE online shopping mall, Redeem you mall here.. and put the address of your business mall. Another tip: The web addresses are 41 characters long, this may not fit on a lot of promotional items, so go to www.tinyurl.com, you can change you web address to a shorter one, and it will still go to your business site.

3---Free online groups,Free forums, Free ads, search free ads online and check area community papers

4---Donate gift certificates to area charity events like silent auctions, etc be sure and leave a stack of flyers and/or business cards with your donation—it is also tax deductible
Check your area newspaper or ask friends to see who is having a charity event.

5---Bridal shows—do a drawing for a \$50 gift certificate, get name phone number email address for drawing and follow up with an email, take plenty of flyers and business cards, as well as a wireless computer to show off the mall, and sign folks up on the spot. TIP: These can be very expensive so try to share the cost with 2-3 other MPM owners in your area.

6---Trade shows, use the same approach as #5

7---Job fairs- give flyers and cards them out to the job applicants, you know they are looking for income!

8---Hit the hair salons

9---Nail salons

10—Curves, and other fitness salons
(Offer the businesses FREE \$25 Gift Certificates for their customers to shop in the mall if they join as a business, and put the customers under the business, You can even make it \$10 certificates—Think how this could explode your business! The business gets something FREE for their customers and you explode your business, and the cost of the certificates can count towards your monthly purchases – You can even run it as a raffle/giveaway, everyone who signs up as a business is eligible to win, and give away just 2 or 3 to the winners,

but think how many NEW businesses you will get)

11--Tanning salons

12--Hospital cafeterias- Need I say More?

13--Realty offices-How many people do they encounter daily?

14--Makeup counters

15--Area shopping malls--hand out flyers and cards; take your kids--people rarely tell them no—My 10 year old grandson has a mall for his college fund. We go to the Greyhound/Trailways bus station, and the train station. We give out 100-150 flyers or cards in about 20 minutes. Think about that--You reach people going everywhere, who live everywhere! Just stick very close to your children for safety purposes, you can't be too careful!

16—Bus and Train Stations

17—The Airport--Make it a fun trip with the kids, and let them give out the flyers

18--Grocery stores, think about what a cashier makes, income wise, AND she has to stand on her feet all day! Wouldn't they love to get a gift like this?

19--Restaurants--I gave out over 100 business cards at the Cheesecake Factory Restaurant in about 20 minutes. I also left some stuck in the mirror of the ladies room.

20—Bars, Happy Hour, and some have business meet and greets.

21—Doctors and Dentist offices

22—Wine and area fairs, and festivals, Picnic Areas

23--The Zoo—lots of moms, probably looking for extra income

24--College campuses--Split them up among your partners, send 2-3

to each college during registration and during the year (usually in August) and give out your flyers and business cards to EVERYBODY-employees, students, cafeteria staff

25—Join My Space or other online communities such as yahoo or msn groups, google groups etc., and send FREE malls and/or certificates to all your friends.

26—Automate your business with autoresponders- these are the absolute best thing since water! (smile) You can send follow up info to anyone anytime once you put in their email address (with their permission, of course),and most of them are set up to automatically remove anyone who indicates they are not interested in you offers. We have getresponse in the mall, so you get a rebate when you use them.

27-Ride the bus or other public transportation? Give out your flyers and /or cards at the bus stop, and on the bus..And don't FORGET the driver!

28-Have a MPM party! Invite your friends, and give a prize to whoever brings the most guest! Have some finger foods, some cold or hot drinks depending on the time of year, and have the computer set up to demonstrate MPM, and show the movie. Print out a few copies of the store list, and let everyone see how many of their favorite stores are in the mall. Make a purchase to show them how easy it is to use. Be sure and tell them all the benefits of shopping online in their mall. Get Creative! You can have a theme party-Mardi Gras etc. I bet that most of them, if not all, will sign up before they leave.

29-Make good use of the signature file at the end of your emails. I know for Yahoo, you just click on options in the upper right hand corner of yahoo email page, and scroll until you see sigs. They are really easy to do, and you can even link it to your website.

30-Contact your local area paper to write an article on you. Come up with a twist to make it different. You would not believe the amount of publicity you will get.

31-Contact your local news station to get some coverage, you might luck up on a slow news day, and get covered. Be PERSISTENT.

32-Contact your local area radio shows that cover small business. Ask for time on their show. You may have to pay but think of the exposure!

33-Write a Press Release- google press releases, there are sites that tell you how to do it and who to contact.

34-Do a radio commercial. These may not be cheap, but as Ginny always says Together we can change the world—So co-op the ad among fellow members, and send everyone to a website rotation page, where everyone will get an equal shot at new members.

35-Do some short TV spots-These are no where near as expensive as you think, and again co-op them with other members-It could end up costing \$25-50 per person.

36-Use inexpensive gifts and incentives-I Print has a lot of these also search under promotional items in all the stores.

37-Run a contest- Use a Gift Certificate to the Mall, of course, for the winner(s)

38-Write Articles for an ezine.

39-Publish an ezine

40-Join and participate in some message boards, you can google these too, but I hear I-Village.com has some good ones.

41-Send an email or note to a nonprofit whose work you admire, and tell them about what I fondly call “The Never Ending Fundraiser” catchy , huh

42-Wear your business! Hats, T-Shirts, Totes. You can design your own. We have several stores in the mall, make sure you put your web address on the T or hat. This is where tinyurl.com really comes in handy!

43-Use Free Ad submissions, and FFA. DO NOT sign up under your main email as you will get flooded with stuff. I like to use Fadmail.com It has a huge storage capacity, and is very lenient as far as letting info through, and, of course, its FREE.

44-Door Hanger –These you can also get at I Print, you can get your rebate their, but if they are too pricey do a google search.

45-Laminated Book Markers- You can design these or have them done cheap, and people LOVE them, and KEEP them

46-Magnetic Car Signs- These are GREAT, They advertise your business wherever you go. www.Jerisigns.com does great work on these, and has great prices, also I Print .com but theirs are a little pricey.

47-Window Clings-These are great for you car window, or to put in a building window. I have a bay window in a high traffic foot area that I am going to put mine in.

48- Yard signs- You know, like the politicians use, you can put them on phone poles at corners with high traffic. Staple them at eye level on the poles, or they can go in your yard , or by the side of the road' or your city streets. They are usually very inexpensive for 50-100. TIP: Use a website rotator, pageswirl has a great one for unlimited use , its only \$10 a month or you use it for free and just put in 5 addresses at a time. Then buy a cheap domain name, you can get them as low as \$1.99,check GoDaddy (the mall)redirect the domain to the website rotator address, and advertise for your whole team at once. Everyone could share the cost, this gets a lot of bang for the buck with the roadside signs. (If this sounds like greek, not a problem! It was to me at first, too, I will walk you through it, just call or email me)

49-Make a costume out of shopping bags, make a hat, and shoes to match, go on your busiest corner, with a bag full of flyers, and business cards, give them out until gone, EVERYONE will remember you! (This is kind of quirky, and won't be for everyone, but your kids would probably love to do it, with you close by of course)

50-Just think “OUT OF THE BOX” folks, I’m sure this list has triggered some great unique, free, or low cost ideas of your own! Go for it! I would love to hear from you about how some of these ideas work for you. And remember put those kids to work! It will keep them out of trouble, let them earn a little money, and teach them at an early age about being an entrepreneur.

One last bonus

51-Ask your kids for some good ideas for how to promote your business, you may be amazed at what they come up with, and it will get them more interested in what you are doing—INVOLVE THEM, it’s also a great way to spend time with them while working this business. My WHOLE family is doing this business, all my kids, grandkids, and husband. We get some snacks and drinks, and have brainstorming sessions. It gets a little out there sometimes (lol) but a lot of really good ideas come out ,too.