

Marketing ideas for limited budgets

Activity providers often ask us for ideas on easy, low cost ways to promote their activities, classes and programmes. Here are some strategies you might like to try:

- [Get yourself some snazzy business cards](#), then give them to every person you lay eyes on. Every handshake should come with a business card. The more people who find out about your business, the better – even if it's just a quick glance at a business card.
- Quality posters and fliers. Print out posters/fliers and post them on community notice boards (libraries, cafes, schools and community centres) in your area. [Canva provides premium templates and easy to use software to design just about anything!](#)
- [A creative, attractive sign can help your business stand out](#). This is a good strategy if you use a community facility or church hall. Signage helps draw attention to your place of business and can help attract new people.
- Email marketing is a great way to get new visitors engaged with your business, as well as maintain relationships with your existing customers. [Start your email campaigns with a free email marketing service like Mail Chimp.](#)
- [Slap a magnetic sign on your car to build brand awareness](#) on your car to build brand awareness as you drive around town. Bumper stickers and window decals work as well!
- Create instructional videos as video content is really valuable. Give it a shot yourself or keep costs down by hiring a film student. [Wistia offers a great video tutorial showing you how to shoot expert-looking footage on your regular old iPhone!](#)

