

1 WORD OF MOUTH

An efficient way to market your service to consumers is to get people to recommend your goods and services in their immediate sphere of contact. Small businesses can commence their own word of mouth campaign by getting the customers to share in social media or write positive reviews.



2 OFFER PRODUCT SAMPLES

Take advantage of trade fairs to showcase your product and services. If you run a Swim school or Tutor kids, you can give up some trial sample FREE lessons for potential clients to have a feel of your services.



3 CLIENT COMMERCIAL

A well-structured grass root marketing plan can get the participants so involved that they may not know that they are involved in a marketing plan. Since these are not actors, words will spread faster than normal about the adverts, grass root advertising has already commenced from that point onwards.



4 TAKE ADVANTAGE OF LOCAL COMMUNITY EVENTS

Partnering with local community events is a great way to get the news around about your business and services. It is an effective means of establishing your brand name.



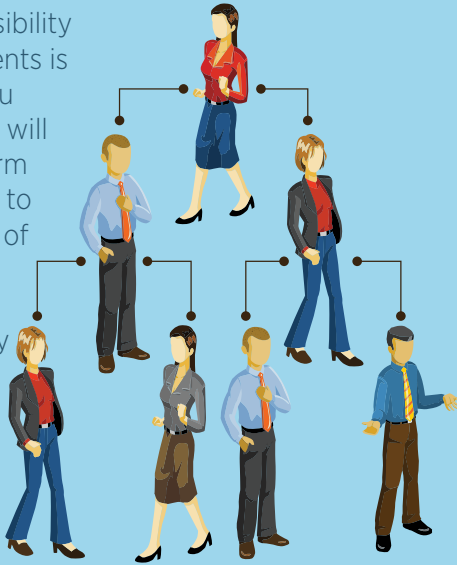
5 SPONSOR PRIZES FOR LOCAL CONTEST

Do you know of someone who is giving away prizes at a local contest? You can sponsor some or all of these prizes. Give something great and attractive. It could be a cute gift pack or gift card to your store. The payoff could be worth the effort.



6 MAKE USE OF REFERRAL BONUSES

Exploring the possibility of getting new clients is a great idea, as you never can tell who will become a long-term customer. In order to maintain a stream of new clients, one grass root marketing strategy is to give out bonus to clients who refer new customers.



7 TAKE ADVANTAGE OF SOCIAL MEDIA

Social media is a great tool. Once you have gotten used to it, the dividends are great. Develop a business Facebook Fan Page and create a twitter account. Make sure you pay attention to demographics so you can target clients in your neighborhood.



8 PARTNER WITH OTHER BUSINESSES

Most cities have what is referred to as a chamber of commerce. Make some inquiries and find out which relates to your area of specialty. Join one, by doing so; you will be able to relate to other businesses in the same niche. Seek out creative ways to promote each other's business. Be open to new ways of doing things as we are always learning.



9 CHARITY EVENTS

Running charity events is an outstanding way to get news about your business around and to help the less privileged. This can be done in a variety of ways. You can foot a portion of their bill or send them all the proceeds from a raffle. You could also organize campaigns to raise funds for them. This is a great way of making your presence felt in the neighborhood.



Checkout www.spurspot.com and Learn how we can help you turn parents and students into social advocates of your business.