

## Free and Low Cost Marketing Ideas

### Social Networking Sites



How can social networking possibly help my health business?

1. Get exposure (free marketing )
2. Get good reviews
3. Turn around a poor review
4. Get important information out to your patients

Exposure- By creating a page on Facebook or Twitter page for your business you can make contact with people that have a large number of friends (you can find them at [Grader.com](http://Grader.com) the Facebook app) offer them a free service or another reason to try your service, in turn they will promote your business for example by saying they “like it”  this means it is displayed on their updates page in Facebook.

Reviews- Your clients may share good experiences they have had with your business, you can get a link to Facebook directly from your web page which may prompt them to share the good news with friends. The same applies if they had a bad experience but you can contact them, see what you can do to change their mind, seek feedback to ensure this doesn't happen again.

Inform- If your regular clients add your business page to their favourites then whenever you update information it will be displayed on their home page. What a great way to get your message to the hard to reach age groups like students.



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Sunshine Coast  
Regional Council

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startlocal

### Local Directories

There are a number of both free and low cost directories that will allow you to increase your exposure.

Hot Frog

True Local

Sunshine Coast Regional Council Directory

My Sunshine Coast

Aussie Local Directory

Start Local



### Global Review Sites (usually location or industry specific)

Industry specific review sites allow consumers to review a product or service.

<http://www.yelp.com/>

<http://www.leveltendesign.com/blog/neil/Local.yahoo.com>