



BEST PRACTICES Free and Low-Cost Marketing Ideas

Keep your logo looking good!

- High-resolution
- Color and Black
- Formats: eps, jpg and png
- Always maintain proper ratio
- Remove all instances of any old or distorted logos from your network

**tip: need a logo on a budget? Check out Fiverr and GraphicRiver/Envato*

Capture names and email addresses for marketing purposes - but don't spam! ;)

- Clients and anyone who asks you for a proposal
- Ask new contacts if you can add them to your email list

**tip: Email marketing platforms like Constant Contact and MailChimp offer its service for free under a certain number of contacts.*

Social Media Accounts for your business

- A website alone isn't enough anymore
- Link your website, Instagram, Facebook, etc. = 1 post is published on all at one time
- Google My Business listing / Submit your website to search engines
<https://www.google.com/business/>

**free platforms, decent ad prices*

Share engaging content from other sources

- *Good* - Instantly share
- *Better* - Write a response showing your expertise

Be the Expert – and show off!

- ****Best**** - Write articles / white papers
- Offer to write for publications: Organizations Newsletters, Nevada Business / Nevada Construction Industry, Engineering News Record (ENR) Southwest, Architectural Digest, Concrete Construction Magazine, Gaming Today, etc.
- Sign up with HARO (Help a Reporter Out)
- Share your industry knowledge online

Mini-campaigns

- Interesting projects have a long lifespan
- Website, case studies, project manager success stories, email marketing, everywhere!

“Anyone who touches the client in any way – sending an email, attending a meeting, surveying a building or site – has a marketing role and responsibility.

And those employees that aren't client-facing still play a critical role: they need to live the brand in their actions, interactions, and the deliverables they create.”

~ Scott D. Butcher FSMPS CPSM

Marketing = The process of creating firm awareness; building and differentiating the brand; driving business development activities; and identifying, anticipating, and satisfying client objectives to achieve profitable business goals.

Business Development = A component of marketing, the process of identifying clients and opportunities, developing relationships, and securing profitable work for the firm. – Society for Marketing Professional Services

~ Society for Marketing Professional Services