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

https://www.sharethis.com/thought-leadership/2019/01/creative-low-cost-marketing-ideas/
https://www.entrepreneur.com/article/247299