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low-cost marketing STRATEGIES

Don't let a small budget stop you from marketing your programs to the right audience. Try these four low-cost strategies.

1

Start with customer segmentation

- Use your budget efficiently by focusing on a smaller, clearly defined audience
- Collect demographic data from public data sources
- Use internal data to identify customers to target



2

Partner with community members

- Collaborate with community organizations and trade allies to promote your programs
- Work with your employees to create marketing content



3

Craft creative messaging for your existing channels

- Email and social media are two of the most cost-effective channels
- Make your emails stand out with simple and engaging subject lines



4

Advertise through low-cost media sources

- Pitch articles or interviews to local publications for free media exposure
- Invest in paid search and SEO

