

MARKETING IDEAS

NEW BUSINESS

ONLINE

- Create a website
 - Make sure you register your website with the Google crawlers
 - Use Google Adwords on your website
 - 'Test' your key Google search terms
- Create a Facebook Group
 - Use Facebook Ads to target people in your local community
 - Set up Facebook Events for new courses, taster sessions, workshops
 - Post on local 'Get Fit' Facebook pages
- Set up an Instagram Account
- Set up a Twitter Account
- Set up a YouTube account and post videos of training/classes/what to expect/testimonials
- Set up a MailChimp or Constant Contact account and send out a regular newsletter

IN-PERSON

- Always wear branded clothing
- Give out flyers at key events/places (outside your local college/students union, Saturdays at your local shopping precinct, outside local gyms)
- Find students willing to take flyers or posters to student halls
- Put up posters on the back of bathroom doors, in cafes, clubs etc...
- Drop discount vouchers into womens clothing shops for their staff
- Perform live demonstrations at local fetes, events, WI groups, Race for Life etc...
- Perform in your local park with an A-Frame board advertising your sessions

FROM HOME

- Send out a Press Release to all local newspapers, magazines, radio and TV stations
- Email local journalists and bloggers – invite them to a class
- Email or send a flyer to all local hairdressers/beauty salons