

10 Minute Marketing

*65 ways to market your
business in 10 minutes or less*



If you are the owner of a small business, your day is sure to be filled with tasks that you know absolutely must get done **today**. You probably recognize the need to put some effort into marketing your business, but perhaps you don't have a clear picture of what it involves. Maybe it just sounds like a big job that you don't have the time for right now, and it becomes one of those tasks that you keep pushing down your list.

If this sounds like you, it's time to change things. Marketing is something that absolutely **must** get done today. Do we hear, "I don't have time?" Well, that just isn't true. There are multitudes of things you can do in the time that you are currently "wasting" – time when you are not currently doing anything to promote your business or even providing a benefit for yourself.

The Three Elements of Marketing

If you stop for a moment to examine what marketing actually is, it all becomes a bit clearer. Perhaps you will now start to see how much of the task can be broken down into small pieces that can be done in just a few minutes.

In common usage, marketing is seen as encompassing three elements: Promoting the business and its products (with products meaning either physical items available for sale or services provided for a fee), advertising, and sales. Though they might overlap, they are three distinct activities.

Promoting the business is generally a matter of drawing attention to the business entity. Though the desired ultimate result would be increased sales, this is not the specific goal of promotion. In promoting the business, you seek to make more people aware of the existence of your company and to have a positive impression of it. In the case of most small businesses, promoting the company will often require promoting yourself – presenting information that would cause people to feel comfortable doing business with you, as the face of the company.

Advertising is specifically directed at seeking to increase sales of your products. The focus in advertising is describing the products and the benefits of owning and using them. This is where, using the old sales adage, you "sell the sizzle, not the sausage." No one buys a product just for the sake of buying the product. Whether you are selling an inexpensive toy, a fast food item or a luxury automobile, your customers buy your products for the **benefits** they derive from owning and using them. They have a need and the product fills that need.

And sales is the final step. It happens after people have become aware of your company and have decided they are willing to consider doing business with you. When they have examined your advertising and decided they are interested in the product and might be interested in buying it, the sale must be closed.

Sometimes, especially in the e-commerce world, all three elements are blended into one piece, but they are all there. Just think of the last time (probably very recently) when you received an email or were directed to a website with a lengthy presentation, culminating in an "opportunity" to purchase a product.

The presentation would have almost certainly begun with an introduction to the individual or company with a product to sell. You would have been given information about the credentials of the company, reasons why you can – and should – trust the rest of the information in the presentation.

From there, you would have been told why you needed the product. In a successful presentation, you will be searching for the “Buy Now” button long before the end of the presentation, and typically it will start showing up early in the sales pitch.

And finally, you were given the opportunity to make the purchase. All of the elements in one presentation, but three distinctly identifiable elements nonetheless.

Focusing on Marketing

In this report, we will examine all three of these elements. We will propose ways that you can, in fact, successfully make contributions to the accomplishment of each, with activities that take only a few minutes of your time. The entire process of executing an effective marketing strategy will not be something that you can do in a few minutes, but the contributions to that total strategy by simple, quick activities can be immense.

Understand, though, these will not be “do it quickly one time and you’re done” ideas. The whole process of marketing is an ongoing task, and most of the steps suggested in this report will be things that you can – and should – do over and over again. When you are only taking only a few minutes to do them, though, you will find yourself eager to repeat them regularly.

Let’s start with a hint for getting the greatest results from any of the marketing techniques you might employ: Don’t try to market in the dark – know your business. If you’re like the typical small business owner, your reaction to that suggestion is probably along the lines of, “Know my business!?! I live and breathe this business. It takes over nearly every minute of my life. Of course I know my business.”

That may be correct – especially the part about how much of your life is devoted to your business. But how well do you understand the various groups (customers, suppliers, competitors) that impact it? How clear is your understanding of its financial performance?

Assuming you do know if it is showing a profit or losing money, can you point to the things that contribute most to your profitability or the things that are the greatest drains on your resources? How well can you explain to a potential customer why they should do business with you, rather than a competitor?

Gather and assimilate all the information you can about your business, your customers, your suppliers, even your competitors. All of that information will contribute to your ability to tailor your marketing efforts to build on the most profitable elements of your business, by influencing the behaviour of the people that are important to your business.

In general, all of your marketing efforts will fall into one of two categories. You will be generating ideas or you will be taking action. It is not an either-or proposition. You need the ideas to initiate your actions, but as marketing becomes a habitual effort, you will find that each feeds the other. Clearly, actions are born of ideas, but you will find that the more you do, the more ideas you get of other things to do. Keep in mind the need to be generating ideas to have ready for action as the opportunity arises.

Generating ideas should be a fun task. It requires no resources other than your own mind, driven by your passion for what you are doing and utilizing all of the information you have about your business. Since it requires no external resources, you can utilize otherwise wasted moments – even driving down the road or lying in bed at night, or during those interminable periods “On Hold” that you may occasionally encounter.

65 Quick Marketing Ideas

Instead of getting progressively more irritated by the time you are wasting, start using the “wasted” time productively to produce ideas that can dramatically alter the direction of your business.

So let’s look at some of the quick things you can do toward marketing your business.

1. Create a mental picture (a customer avatar) of a typical or an ideal customer. Use everything you know about your current customers or your desired customers, and be very specific. Who buys your product or service? The person that buys your product may not be the person who will use your product. You may have to market differently to each of them, so create an image of both the user and the buyer.

Everything about them is important. Their age, gender, family status, even the values that they hold dear or their political leanings might be important to their willingness to buy your product. This customer avatar should become as real to you as the last person with whom you had a face-to-face conversation. Your initial steps will be much like a first meeting with any live person. Include whatever information is available in the few minutes you have.

If your product mix is so diverse that you have different typical customers for different product lines, you may have more than one customer avatar, but there should only be one for a particular product line. Store that image (or those images) away. You will use it over and over again. It may be modified over time as you gain greater insight into your customer base, but it should not result in creating a brand new avatar. Over time, the process should be more like adding new information that you have learned about an old friend.

The whole point of this exercise is to become accustomed to creating marketing efforts that are focused on real needs of real people, rather than taking a hit-or-miss “shotgun” approach in hope that it might draw the attention of someone who might have a need for your product.

2. Think of five interesting or important things you want people to know about your business – things that will make it memorable or generate an interest in becoming a customer.
3. Think of a sales objection you have encountered. Formulate a response to it that respects the customer's attitude in making the objection, but presents another way for them to think about it or resolve the issue that gave rise to the objection.
4. Think of things that distinguish you from your competitors. What are the reasons your prospect would be better served by you?
5. Take a hard look at the visual impact of your website. Look at it for a moment as if it were a single picture. Is it visually appealing? Does the color theme of the website complement the colors in your logo? Make a note of changes that need to be made to improve the website's visual appeal.
6. Try to look at the functioning of your website as if you were a first-time visitor. Is it easy to navigate? Does a buyer easily find the information they need? Especially, is it easy for them to make a purchase?

Push yourself to think of ten things in ten minutes that can improve its functionality. Don't automatically reject an idea because it doesn't sound "practical." Just go ahead and make a record of it. Later, you can examine the ideas to determine which of them you might want to pursue. It may be that some of the silliest ideas can actually be modified to become very workable improvements.

Remember, your goal is to build a library of ideas that you can act upon as time allows or necessity dictates. You should come up with ideas far more rapidly than you can act on them – but keep a record of them close at hand and be prepared to act on them as soon as time permits.

7. Keep your mind constantly open to ideas for articles that could be posted to your website to create interest and bring visitors back for repeated visits to the website. Whether you are reviewing sales history, watching the news, or talking with friends, always watch for article topic ideas that would create interest in your website. The content of your website will not always specifically promote your company or advertise your products, but you want content that will draw people's attention and bring them back often in search of more. Actually writing the articles or blog posts might take longer (or you may be able to contract with someone to write them for you), but topic ideas can come in flashes and at any moment. Be alert for them. Use a tool like [Evernote](#) to store them and not forget them.
8. Hand out a business card. That one is so obvious it doesn't even bear mentioning, right? Wrong! It does deserve some discussion. Never miss an opportunity to leave a reminder of your contact, but make every effort to use the

event of handing over a business card as a moment to make an impression on the person receiving it.

You don't have to burden them with a lengthy sales pitch, but you do want them to remember you when they look at that card. Sell your product when you hand over a business card, but more importantly, sell yourself.

9. Call or email a customer to thank them for their business.
10. Personally correct a situation that has made a customer unhappy. If you have a customer who is not completely satisfied with a recent transaction, call them to apologize personally or offer whatever you are able to do to straighten out the problem. Everyone likes knowing that their dissatisfaction has been recognized.
11. Call a supplier to tell them you appreciate the way they work with you. Never miss an opportunity to build goodwill. Suppliers are buyers, too. And they have friends and families. Most word-of-mouth advertising is based as much on the character of the person being promoted as it is on their product.
12. Look for ways to get involved in your community. The follow-through on this definitely won't be accomplished in ten minutes or less, but a phone call or two in search of service opportunities won't take long. Try to find organizations that you would enjoy helping. Volunteering will help the organization, improve your outlook on life, and build your business.
13. Make a recommendation on LinkedIn. Customers, vendors, fellow business owners – everyone appreciates being recommended to others as being qualified in their areas of expertise. It takes only a moment, and it goes a long way in creating goodwill.
14. Have you had a mentor in your business? Or someone who helped you get past some obstacle? Did you ever take the time to send them a thank-you note? Do it now. People respond to thoughtful actions, and they express their appreciation to others.
15. Create a Facebook page for your business. If you are on Facebook but don't have a Facebook page for your business, you are missing significant marketing opportunities. A Facebook page is free and can be set up in just a few minutes. You can refine it and improve it over time, but that first step is a quick one and you will have a sense of satisfaction for having moved toward putting an entirely new marketing tool into play. Once you have that tool available, you have increased the number of very quick actions that you can take to market your business.
16. Give your Facebook page some life with pictures. Adding a cover picture and a profile picture will put a face to your business. Whether it is your face, your company logo, a picture of your business location or a picture of some activity

of your business, pictures have more impact and are remembered better than text.

17. An important part of any marketing effort is a “Call to Action.” Add at least one on your Facebook page. You may add a button that the viewer clicks to sign up for a newsletter or to sign up to receive a free report. Whatever the case, the benefit for you is adding another email address to your list. This is someone who has expressed an interest in your products, and you are now able to market to that prospect through a variety of email promotions.
18. Add a description of your business to your Facebook page. Facebook actually provides places for a short description and a long one. The short description is limited to 155 characters. Use it to make a short “quick sell” of your company. You want to generate enough interest that the visitor will take the time to read the long description, and then go on to explore the entire page. In doing that, you will lead them to links to drive them to opportunities to make a purchase – either on the Facebook page or after following a link to a landing page on your website.
19. Make sure you provide contact information on your Facebook page. You want the visitors to your page to be able to find you. Adding your address, telephone number, email address and website URL to your page will provide ample opportunities for the visitor to make contact with you, and each contact is a step toward creating a new customer.
20. Your business’ Facebook page is not the only place on Facebook to promote the business. You can acquaint your current Facebook friends with your business by posting about it on your personal Facebook profile. Don’t hesitate to ask them to visit the page, like the page and share it.
21. Facebook groups have members that share a common interest. Some groups – maybe many of them – will have interests that you expect your customers to share. Search for groups with those interests and join them. If there are a few, join them all. If there are dozens, or even hundreds, select the ones that are most suited for you and seem to be fairly active. By posting to those groups, you can increase your business’ exposure quickly.
22. Post to those groups as often as you have an idea and a few minutes to post it. By posting often, you increase the chances of any given group member seeing your post.
23. Don’t overlook posting to your own business’ page while you are posting to the groups, though, and do not just post ads. Your Facebook page exists to increase your business, but through Facebook you can do something that is very difficult to do with other marketing tools. With Facebook, you can actually build a relationship with visitors to your page. By making entertaining and informative posts, as well as ads, you can give them a reason to like you and want to do business with you.

24. Set your Facebook page to allow others to post to it. Once you have done that, respond to posts. If you are very fortunate and receive enormous input from visitors and existing customers, you probably won't be able to respond to all of them. However, don't let that stand in the way of your responding to as many as you can in a few minutes here and there. Through this two-way communication with customers and prospects, you are taking another step toward building a relationship that will in turn build customer loyalty.

To protect yourself from inappropriate posts, use available options to provide monitoring. That gives you the ability to protect your page from inappropriate language, for example. Don't try to avoid all negative comments, though. If you respond well to criticism or complaints, making every reasonable effort to satisfy customers, those complaints (and your response to them) can be valuable illustrations of your commitment to customer satisfaction.

25. Turn to Twitter. It can be a powerful tool for getting your message out, and with a limit of 140 characters per tweet, it isn't going to take you long to post something. Twitter is a great equalizer in the world of marketing. Major corporations, celebrities, and even politicians use it to promote their brands or themselves, and you can have exactly the same access to Twitter that they have. Lacking their fame, you will have to work harder – or smarter – to gain a large following, but the tool is there for you to use.

As you are building a following on Twitter, use hashtags to emphasize your tweet content. If you post tweets that capture people's interest, they will follow you. The best possible outcome from a tweet is for it to strike a chord with people so they retweet it. Retweets generate even more interest and are even more likely to create new followers - and growing lists of followers presents growing opportunities to create customers.

26. Create a place to store testimonials. Whenever you get positive input from a customer, you will want to copy it to that location. Make it a location that is readily accessible under most circumstances. Consider a [Dropbox](#) account. A file on your computer, duplicated in Dropbox, will be available to you anywhere that you have access to the internet.

Whether the input comes from an email, a comment on a blog or a letter through the Post Office, it all needs to be available in one place for those times that you need testimonials in your marketing efforts. That library of praises also serves to emphasize the things you are doing right. You want to always strive to repeat actions that make customers happy, and the best way to do that is to make an effort to remember the things that customers have told you they liked.

27. Have a to-do list to keep your priorities straight. Close to the top of that list there should always be tasks that will increase your visibility and increase viewers' interest in your business.

28. Check your website's page stats. Look for ways to tweak the way visitors explore your website.
29. Check your website's shopping cart statistics. Send a thank-you email with a promotional offer or special gift to people that have bought from you more than once. The special gift need not be anything costly. You could send a special report covering information that, based on their purchases, they would find interesting or helpful.

In a world where all of the freebies or promotional savings seem to be aimed at "new customers only," a bit of recognition – and savings – directed to regular customers builds customer loyalty.

30. Rally your affiliates with a quick thank-you note and an update on future promotions. Keeping them in the loop gives them an opportunity to prepare their own websites or email campaigns to promote your product quickly.
31. Update a page on your website. Replace outdated information or improve the visual impact of the page.
32. Create a short video on a specific topic to educate your followers. Videos are great attention-getters, and an informative or entertaining video about something that interests your followers will encourage them to look at videos you create in the future. Well-done videos can attract enormous attention, and they may even generate requests for you to create more. Upload the videos to YouTube and Vimeo as well as to your website.
33. Plan a webinar. What product or expertise can you promote through a webinar? They provide opportunities for extended contact with customers or prospects, which translates into an expanded ability to build a relationship – and make sales.
34. Live-stream a demonstration of your product or service using [Periscope](#), [Meerkat](#) or Facebook Livestream. Live video streaming enables you to present far more information in a dramatically more persuasive manner than you can present in text or still photos.
35. Research topic ideas. Maybe you have an idea for a topic for an article or a blog post, but don't have the information to fill out the article. A few minutes spent researching the topic on the internet should provide you with enough information to finish it.
36. Leave an engaging comment on a blog.
37. Make a new connection with an industry leader.
38. Contact previous clients. Ask how they are doing and wish them well. Don't burn bridges to former clients, and don't let them fall down from disrepair. A

person who has dealt with you in the past is a candidate for future business, and you know where to find them. Just keep in contact. You don't want them to forget you – show them you haven't forgotten them. Your current or previous clients can be your best advocates, so look after them!

39. Contact current clients and ask if there's anything you can do to ease their workload. Current clients are benefitting from your services. Don't let them ignore that part of the relationship. Emphasize it by offering to do more for them.
40. Review your sales reports to find which products/services sell best, then brainstorm new complementary products/services to sell. This is an important process that all too many businesses ignore. When dealing with a successful product or service, the temptation to focus all of your attention on it is great. Don't do that. Interest in any product can fade without notice, so make the development of new product ideas a constant part of your activities.
41. Answer questions on [Yahoo](#) and [Quora](#). Those forums can provide very high visibility for you, and when used right they can develop a following for you, too. One thing to consider, though – unless your business thrives on taking controversial stands, avoid controversial answers. Many of the questions invite controversy, but limit yourself to providing helpful, non-controversial answers when doing so under a username that is connected to your business.
42. Check the stats for your sales pages to see which ones are performing best. Then tweak the low-performing ones to boost sales. Tweak the product descriptions and the ads. Check the possibility of offering sale prices to generate interest. Consider bundling the unpopular item with a popular item to increase its exposure. Getting the low-performing item into the hands of more customers may be all it takes to get positive reviews and more sales.
43. Do the same for your opt-in pages. If no one is opting in on you opt-in pages, they need work. Review the language of the page. If it weren't on your own page, would it persuade you to opt in? Paint a more vivid picture of the benefits of opting in.
44. Create an infographic related to your niche, capitalizing on the ability to convey a lot of information at a glance. Post it on your website, social media, Pinterest and other places.
45. Read an article or chapter in a book (or any helpful, informative media) on a topic related to your niche. Take whatever tips you can find from competitors – perhaps you can find input from a mover-and-shaker within your industry.
46. Create a new freebie to give away to your existing list, and on other sites, to attract new customers. There's nothing like a freebie to get a response. For best results, make sure the freebie is directly related to your business or your products. Any freebie will bring a response, but those properly connected to

your business will create a response from the people that are most likely to buy your products. You are reading this freebie report, aren't you? :-)

47. Research/brainstorm/create case study ideas for your business. Case studies describe the approach others have taken to handle the same issues you deal with. Whether they succeeded or failed, case studies can guide your efforts.
48. Write a new article, email or piece on a new product. New products need to be promoted. Anything you can do to raise awareness of the product is a good first step toward building its sales. If you can create an article that could be picked up on a website, you have the opportunity to attract more potential customers as well.
49. Review your target market to see how you can better serve them. This needs to be an activity you engage in often.
50. Brainstorm with a friend, mentor or someone else on how to better your content marketing. Anytime you can bring multiple minds to bear on the same problem, ideas increase exponentially. Brainstorming, by definition, means to let the ideas flow without mentally excluding anything that comes to mind because it seems silly or even stupid at the moment. Record every idea that arises. There's time enough later to see if an idea needs to be abandoned, or if it just needs to be refined into a workable tactic.
51. Update (or create) an FAQ for your website. An FAQ page makes it possible for people to learn a lot about your website, your company and your products by looking for questions that they would like to ask. If you were to construct a page on your website with all of the same information in a narrative form, it's a pretty good bet that no one would read it all. In fact, most would look at all of that text and immediately go somewhere else – possibly even to another website. On an FAQ page, you can give them little pieces of information and they will read all that interests them.
52. Create a publishing calendar for your content, emails and products. This can be very helpful. Not only will it help you coordinate various aspects of the way you market your company and your products so the different pieces of the total effort complement each other, it will also help you to take advantage of times when you are being particularly productive in the creation of elements of your market effort. A steady flow of articles, blog entries and emails makes a good marketing effort. One weekend you might have lots of time to create those items and they just pour out of your mind as fast as you can possibly type them. However, you will not want to release them all at once. Schedule them to be posted over time, in a steady stream.
53. Check your competition's websites and stats to see what is working and where you can improve your own. It is good to know what is working for you. It's at least as good to know what is working for your competition. If you can see

something that is working for them, look for a way to duplicate it on your website while making it distinctly your own.

54. Create a Twitter Card and attach a photo or video that drives traffic back to your website. Just add a bit of HTML code to the webpage, so that users who tweet links to your content will have a “Card” added to the tweet that’s visible to all of their followers. A great return on a tiny effort.
55. Create some images for Pinterest. Photos get attention, and photos are memorable. Use them often. On Pinterest, you can post pictures and videos, but many of the pictures are just artfully presented text. As with all social media, the key benefit of Pinterest is the connections you will make. There’s no way of guessing how far your Pinterest image will carry your message.
56. Join a Google+ community and get involved. Again, keep in mind the importance of networking. Outside of the digital world, business professionals don’t seem to have any trouble grasping the idea that relating to others in the business community is important. Whether customers, suppliers, competitors or others in related market niches, there is great value in sharing your experiences.
57. Ask your followers, subscribers and customers for feedback. Don’t just ask for feedback, though – act on it. If you get negative feedback, determine what needs to be done to correct the situation.
58. When you get positive feedback, ask your customers if you could use it on a testimonial page (video testimonials are especially powerful).
59. Add social buttons to your website. Give visitors an option to multiply the impact of their visit to your website. Give them an option to like your page on Facebook or follow you on Twitter with just the click of a button.
60. Add some fresh photos to your website (and SEO them well). Internet users are very image driven and becoming more so all of the time. Making the effort to handle images right will do wonders toward increasing the visibility of your website. Pick images that are relevant to things your customers would search for; name the image file appropriately, with an SEO optimized file name; anchor the image to text that has appropriate SEO keywords.
61. Set up [Google Alerts](#) for your business so you can keep tabs on who and when people are talking about you. Knowing when you are being noticed, who is noticing you, and what they are noticing about you is the ultimate key to being able to tailor your marketing approach for greatest effectiveness.
62. Also set up alerts at [Mention](#) for your business so that you get notified of social media mentions of your business.

63. Work on your brand identity. Do you have a memorable logo? That's high on the list of things that build your brand identity, so get one if you don't already have one. There are many websites where one can find that service. A good place to start is [LogoNerds](#) or [Hatchwise](#), and then continuing your search from there.

The key is finding a site where you can initiate a competition for the product you want, leaving you to pick the one you like best. Only the winner gets paid. You will also need a cover image for your Facebook page and you need to work on getting the entire appearance of your website to have a consistent image from page to page.

64. Brainstorm ways you can create a joint venture with someone. A joint venture is a partnership in a specific (usually short-term) project.

There are numerous reasons that someone might want to enter into a joint venture with you. Maybe they just want to invest money in a specific project – not your entire business – to get a quick return on something that will be completed quickly. Maybe you're in the same business but there is some project that is too much for either of you to handle alone. Once you have come up with the concept, contact the JV partner you have in mind to see if you can interest them in undertaking the project with you.

65. Find some people within your niche or a complementary niche to cross-promote with. When your webpage and another webpage attract similar visitors, and the visitors to one site are likely to have an interest in the products on the other, you have an opportunity for both of you to increase your exposure. Create links on each site, directing its visitors to pages on the other site that might be of interest to them. You expand the traffic to both sites with virtually no marketing effort.
66. Write a review of a product/service by someone in a similar (complementary) niche. Their target market should be the same as yours, but not the same product. For instance, if you have a business selling organic dog treats, you could write a review for a dog toy supplier or a pet groomer.

Okay, you got a free bonus there – 66 ideas instead of 65! :-)

Remember that none of these suggestions are one-time exercises. These steps are intended to produce a constant cycle of activities that build brand recognition, motivate people to buy and build customer loyalty. The more you work at the process of gathering ideas – taking action on them, and taking note of the new ideas that arise as you take action – the more it will become automatic behaviour that gives you a never-ending supply of marketing opportunities.