Keep this list handy and you’ll never run out of marketing ideas.

200 + Marketing Ideas for Small Business

By Wendy Kenney
Marketing is something that every business needs to do, but many business owners hate to do. Some say it's because they are too busy, but for many business owners, it's simply because they don't know what to do. So here are over 200 Marketing Ideas that you can use in your business on any given day. Don't let yourself get overwhelmed pick one or two a day and soon you'll be on your way. *The only way to grow your business is to always be marketing.*

**Social Media**
1. Twitter
2. Facebook
3. Linked In
4. Google +
5. **Pinterest**
6. Squidoo
7. Yelp.com
8. Meetup.com
9. Biznik.com
10. Foursquare.com
11. GetGlue.com

**Create a Blog**
24. Wordpres.com
25. Blogger.com
26. Tumbler.com
27. Typepad.com
28. Posterous.com

**Content Aggregators/ Curators**
29. Scoop.It
30. List.ly
31. Storify

**Social Media Networks for Foodies**
12. BakeSpace.com
13. **Foodie.com**
14. Foodspotting
15. UrbanSpoon

**Social Networks and Blogs for Moms/Women**
16. MomCentral.com
17. BlogHer.com
18. CaféMom

**Social Bookmarking**
19. Digg.com
20. Stumbleupon.com
21. Newsvine.com
22. Hubpages.com
23. Reddit.com
24. Wordpres.com
25. Blogger.com
26. Tumbler.com
27. Typepad.com
28. Posterous.com
29. Scoop.It
30. List.ly
31. Storify
32. GetListed.org
33. Local.com
34. YellowPages.com
35. MerchantCircle.com
36. Switchboard.com
37. AngiesList.com
38. Kudzu.com
39. Yahoo Directories
40. Google Pages
41. Google Local
42. Bing Local
43. Yahoo Local:
44. CitySearch.com
45. DMOZ.com
46. BOTW.com
47. Manta.com
Submit/Publicize Your Events

48. Yahoo [Upcoming Events](http://www.yahoo.com/)
49. Craigslist.com
50. Local Newspaper Event Listings
51. Chamber of Commerce Event Listings
52. Yelp.com

Get Published

53. Write articles for industry magazines and blogs
54. Write articles for community newsletters and blogs
55. Write articles for business newsletters and blogs
56. Write an ebook
57. Write a book
58. Write a white paper
59. Write a report
60. Power Point Presentations
61. Self Publish via CreateSpace.com
62. Scribshare
63. Prezi.com

Email Marketing

64. Constant Contact.com
65. Mailchimp.com
66. Icontact.com
67. Aweber.com
68. Vertical Response.com
69. Infusionsoft.com

Direct Mail-Postcards

70. Amazing Mail.com
71. Sendout Cards.com

Join Networking Groups

72. BNI
73. LeTip
74. Toastmasters
75. Rotary
76. Kiwanis
77. Chamber of Commerce
78. Small Business Associations
79. Start your own

Memberships (Join and get involved)

80. [Association Directory](http://www.associationdirectory.com/)
81. Alumni Associations
82. Arts Associations
83. Industry Associations
84. Nonprofit Boards

Advertising

85. Google Adwords
86. Facebook ads
87. Newsletter ads
88. Direct Mail
89. Radio Advertising
90. TV Advertising
91. Newspaper Inserts
92. Coupons
93. Groupon
94. Deal Chicken.com
95. Google Offers
96. Mobile Coupons
97. Advertorials

Video

98. YouTube
99. Vimeo.com
100. Justin.TV
101. Metacafe
102. Blip.tv
103. Ustream.live
104. Ecorp.tv
105. 12 Seconds.tv
106. [TubeMogul.com](http://www.tubemogul.com/)
107. CreateLive
Audio, Radio Podcasting or Music

108. Host your own Radio Show
109. BlogTalkRadio
110. Toginet
111. Spotify
112. Last.FM
113. Blip.FM
114. ITunes
115. PodCasting

Photosharing

116. Instagram
117. Flickr.com

Other Marketing Ideas

118. Hold Contests
119. Enter Contests
120. Make telephone calls
121. Host a fundraising event for a local charity
122. Host an art show for a local school
123. Photography contest
124. Modeling Contest
125. Cooking Demo
126. Surveys
127. Polls
128. Focus Groups
129. Send out birthday cards
130. Take a client out to lunch
131. Throw a party for a client
132. Ask for referrals
133. Give referrals
134. Follow up with referrals
135. Follow up with clients after the sale
136. Keep in touch with clients
137. Give away freebies
138. Give free bonuses with purchase
139. Add value
140. Collect and share testimonials
141. Speak at events
142. Teach
143. Write a book
144. Volunteer your location for meetings or special events
145. Fundraising
146. Text messaging
   a. Coupons
147. Posters
148. Window/Sidewalk Signs
149. Displays
150. Balloons
151. Graphics on your car
152. Webinars
153. Comment on other blogs
154. Develop partnerships with other business owners
155. Cross promotion
156. Take a reporter out to lunch
157. Develop relationships with media
158. Write and send out press releases
159. Be an advocate for your customers
160. Write letters to the editor
161. Perfect your 30 second commercial
162. Give customers what they want
163. Focus on service
164. Walk your customers out of your place of business
165. Keep track of your customers’ likes/wants and notify them when you have them in store.
166. Have a sale
167. I-Phone apps, or Android Apps
168. Hire sales people
169. Free publicity
170. Develop relationships
171. Use telephone scripts
172. Attend trade shows, events
173. Handwritten notes
174. Thank you gifts
175. Thank you notes
176. Just because gifts/notes
177. Pricing
178. Branding
179. Never carry business cards
180. Make it easy for people to buy
181. Guarantee
182. Toll free number
183. Email address on your marketing materials
184. Consistent brand/voice
185. Quality
186. Package your items or services
187. Give buying options, Good, better, best
188. Give deadlines
189. Create urgency
190. Ask why or why not
191. Ask for help
192. Pay attention to your competitors
193. Copy what works (legally)
194. Take away the risk
195. Confirm details
196. Communicate regularly
197. Answer all their questions
198. Have an easy to read and navigate website
199. Be consistent
200. Answer your telephone personally
201. Answer your email within 12 hours
202. Reference USA.com
203. SEO (Search engine optimization of your site)
204. Business Card Magnets
205. Teach a class
206. Give a speech
207. Online Training