



100 Marketing Weapons, *by Jay Conrad Levinson*

These guerrilla marketing weapons should all be considered for promoting your product, service or website. More than half of them are free.

1. Marketing plan
2. Marketing calendar
3. Niche/positioning
4. Name of company
5. Identity
6. Logo
7. Theme
8. Stationery
9. Business card
10. Signs inside
11. Signs outside
12. Hours of operation
13. Days of operation
14. Window display
15. Flexibility
16. Word-of-mouth
17. Community involvement
18. Barter
19. Club/Association memberships
20. Partial payment plans
21. Cause-related marketing
22. Telephone demeanor
23. Toll free phone number
24. Free consultations
25. Free seminars and clinics
26. Free demonstrations
27. Free samples
28. Giver vs taker stance
29. Fusion marketing
30. Marketing on telephone hold
31. Success stories
32. Employee attire
33. Service
34. Follow-up
35. Yourself and your employees
36. Gifts and ad specialities
37. Catalog
38. Yellow Pages ads
39. Column in a publication
40. Article in a publication
41. Speaker at any club
42. Newsletter
43. All your audiences
44. Benefits list
45. Computer
46. Selection
47. Contact time with customer
48. How you say hello/goodbye
49. Public relations
50. Media contacts
51. Neatness
52. Referral program
53. Sharing with peers
54. Guarantee
55. Telemarketing
56. Gift certificates
57. Brochures
58. Electronic brochures
59. Location
60. Advertising
61. Sales training
62. Networking
63. Quality
64. Reprints and blow-ups
65. Flipcharts
66. Opportunities to upgrade
67. Contests/sweepstakes
68. Online marketing
69. Classified advertising
70. Newspaper ads
71. Magazine ads
72. Radio spots
73. TV spots
74. Infomercials
75. Movie ads
76. Direct mail letters
77. Direct mail postcards
78. Postcard decks
79. Posters
80. Fax-on-demand
81. Special events
82. Show display
83. Audio-visual aids
84. Spare time
85. Prospect mailing lists
86. Research studies
87. Competitive advantages
88. Marketing insight
89. Speed
90. Testimonials
91. Reputation
92. Enthusiasm & passion
93. Credibility
94. Spying on yourself and others
95. Being easy to do business with
96. Brand name awareness
97. Designated guerrilla
98. Customer mailing list
99. Competitiveness
100. Satisfied customers



Kris Sinderholm
SBS Associates
Associate Member of AllBusinessAdvisors
www.AllBusinessAdvisors.com

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