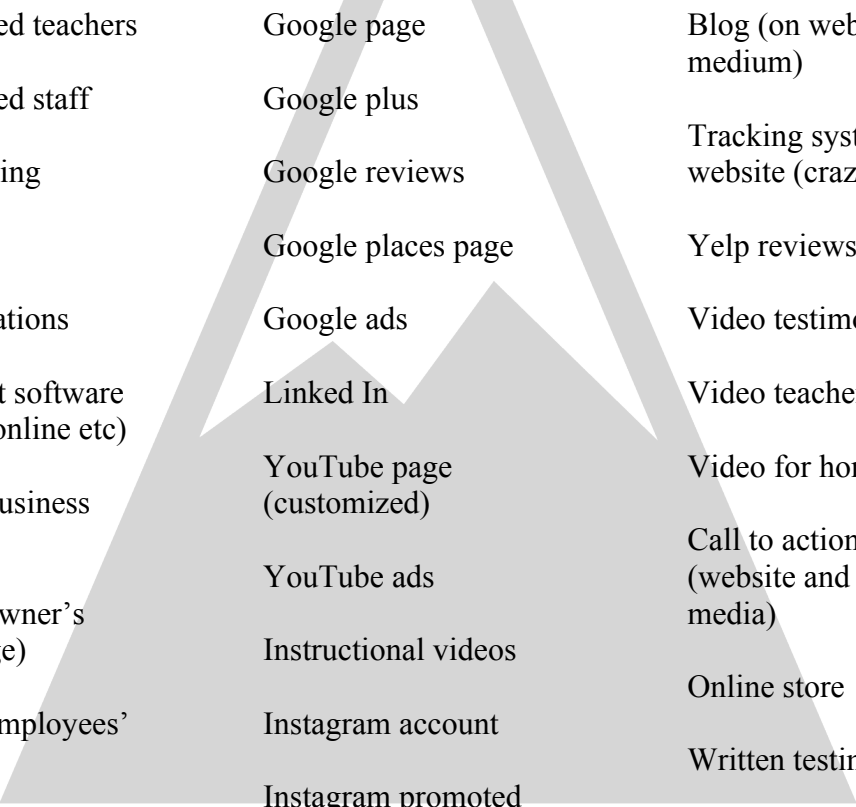


NOMAD BUSINESS COACHING

Marketing Weapons

Use this list of marketing weapons as inspiration for your own marketing strategy. Create your own marketing weapons as well!



Highly trained teachers	Google page	Blog (on webpage) (on medium)
Highly trained staff	Google plus	Tracking system for website (crazy egg)
Text messaging	Google reviews	Yelp reviews
Custom app	Google places page	Video testimonials
Push notifications	Google ads	Video teacher bios
Management software (Mindbody online etc)	Linked In	Video for home page
Facebook (business page)	YouTube page (customized)	Call to action buttons (website and all social media)
Facebook (owner's personal page)	YouTube ads	Online store
Facebook (employees' pages)	Instructional videos	Written testimonials
Facebook groups (others)	Instagram account	Custom artwork
Facebook groups (created by the business)	Instagram promoted posts	Posters / screens in change room toilet stalls
Facebook ads / boosting	Pintrest page	Shower area posters / screens
Facebook tracking pixel retargeting	Twitter account	Waiting / lounge area posters / screens
	Website (with online sales) (square space / live edit / wix / word press)	

Custom email (@yourbusinessname)	Business cards	Attendance at trade shows
Email management system (Constant Contact or Mail Chimp etc)	Branded stationary	Direct mail
Email automation (Mindbody / Mail Chimp)	Branded calendar	Newspaper ads
Additional CRM software (Infusionsoft / Sales Force)	Branded t-shirts	Radio spots
Signage (on building, windows, street / side walk)	Branded products (water bottles)	Radio on location
Vehicle wrap / magnet	Branded stickers / bumper stickers	Magazine ads
Partner / affiliate program with local businesses	Client phone calls	Billboards
Zen Rez	Use client contact logs	Television commercials
Class Pass	Vanity phone number	Forums boards
Groupon	Postcards	Internet bulletin boards
Perkville	Classified ads	Personalized email
Listen 360	Community bulletin boards	Domain name
Referral rewards program	Outside signs	Website
Buddy Passes	Street banners	Landing page
Collect data on referral sources	Window display	Auto-responders
Marketing plan	Inside signs	Search engine ranking
Marketing calendar	Sandwich board	Blogs
	Posters	Podcast
	Canvassing	Publish own E-zine
	Elevator pitch	Ads in other E-zines
	Letters of recommendation	Write Ebooks
		Provide content for other websites

Produce webinars	Employee attire	Competitive advantages
Joint ventures	Social demeanor	Clean physical space
Click analyzers	Target audiences	Good smelling space
Pay per click ads	Your own circle of influence	Gifts
Search engine keywords	Contact time with customers	Public relations
Sponsored links	Sponsorship	Work trade / energy exchange
Reciprocal link exchange	Volunteer	Word-of-mouth
Research studies	Fundraising for the community	Buzz
Brochures	How you say hello and goodbye	Community involvement
Newsletter	Teaching ability	Club memberships
Host a talk about your product	Stories	Free directory listings
Guest speaker at local events	Sales training	Trade show booth
Free consultations	Networking	Special events
Free demonstrations	Professional title	Name tags at events
Free seminars	Affiliate marketing	Gift certificates
Publish article	Media contacts	Coupons
Publish column	Create avatars	Free trial offer
Author a book	Create a sense of urgency	Guarantee
Speaker at clubs	Offer limited items / time	Contests and sweepstakes
Constant learning	Satisfied customers	Follow-up
Market yourself	Benefits list	Tracking plan
Market your employees		Product placement

Radio talk show guest

TV talk show guest

Subliminal marketing

Create rapport

Meme

Theme Line

Mission

Vision

Mantra

Intro offer

Pricing structure
Upsell

Sales scripts

Schedule

Hours of operation

Press release

Spying

Secret shopper

Testimonials

Extra value

Telephone demeanor

Passion & enthusiasm

Attention to details

