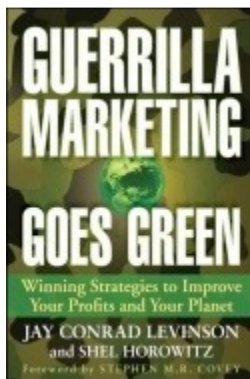


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## 200 Marketing Weapons

by Jay Conrad Levinson

These guerrilla marketing weapons should all be considered for promoting your service or website offline. Notice how more than half of them are free.

1. Marketing plan
2. A marketing calendar
3. Identity
4. Business cards
5. Stationery
6. Personal letters
7. Telephone marketing
8. A toll-free number
9. A vanity phone number
10. The Yellow Pages
11. Postcards
12. Postcard decks
13. Classified ads
14. Per-order and per-inquiry advertising
15. Free ads in shoppers
16. Circulars and fliers
17. Community bulletin boards
18. Movie ads
19. Outside signs
20. Street banners
21. A window display
22. Inside signs
23. Posters
24. Canvassing
25. Door hangers
26. An elevator pitch
27. A value story
28. Backend sales
29. Letters of recommendation
30. Attendance at trade shows
31. Advertising
32. Direct mail
101. Your employees and reps
102. A designated guerrilla
103. Employee attire
104. Your social demeanor
105. Your target audience
106. Your circle of influence
107. Your contact time with cus
108. How you say "Hello" and "
109. Your teaching ability
110. Stories
111. Sales training
112. Use of downtime
113. Networking
114. Professional titles
115. Affiliate marketing
116. Media contacts
117. "A"-List customers
118. Your core story
119. A sense of urgency
120. Limited time or quantity of
121. A call to action
122. Satisfied customers
123. A benefits list
124. Competitive advantages
125. Gifts
126. Service
127. Public relations
128. Fusion marketing
129. Barter
130. Word-of-mouth
131. Buzz
132. Community involvement



### Push the envelope

The direct mail letter gets 70% of your orders, the brochure 20%, and the order form 10%. But none of these items will be seen if the envelope doesn't grab their attention. Personalize with stamps and hand-written addresses. Try using bright colors, rubber stamp and post-it effects.

**Tips archive.**

33. Newspaper ads
34. Radio spots
35. Magazine ads
36. Billboards
37. Television commercials
38. A computer
39. A printer or fax machine
40. Chat rooms
41. Forums
42. Internet bulletin boards
43. List building
44. Personalized e-mail
45. An e-mail signature
46. Canned e-mail
47. Bulk e-mail
48. Audio and video postcards
49. A domain name
50. A web site
51. A landing page
52. A merchant account
53. A shopping cart
54. Auto-responders
55. A search engine ranking
56. Electronic brochures
57. RSS feeds
58. blogs
59. Podcasting
60. A personal e-zine
61. Ads in other e-zines
62. E-Books
63. Content provision
64. Webinars
65. Joint ventures
66. Word-of-mouth
67. Viral marketing
68. eBay and other auction sites
69. Click analyzers
70. Pay-per-click ads
71. Search engine keywords
72. Google adwords
73. Sponsored links
74. Reciprocal link exchanges
75. Banner exchanges
76. Web conversion rates
77. Knowledge of your market
133. Club and association membership
134. Free directory listings
135. A tradeshow booth
136. Special events
137. A name tag at events
138. Luxury box at events
139. Gift certificates
140. Audio-visual aids
141. Flip charts
142. Reprints and blowups
143. Coupons
144. A free trial offer
145. Guarantees
146. Contests and sweepstakes
147. Baking or crafts ability
148. Lead buying
149. Follow-up
150. A tracking plan
151. Marketing-on-hold
152. Branded entertainment
153. Product placement
154. Being a radio talk show guest
155. Being a TV talk show guest
156. Subliminal marketing
157. A proper view of marketing
158. Brand name awareness
159. Intelligent positioning
160. A name
161. A meme
162. A theme line
163. Writing ability
164. Copywriting ability
165. Headline copy talent
166. Location
167. Hours of operation
168. Days of operation
169. Credit card acceptance
170. Financing availability
171. Credibility
172. Reputation
173. Efficiency
174. Quality
175. Service
176. Selection
177. Price

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Email Amy Levinson at  
 olympiagal@aol.com  
 for more information

78. Research studies
79. Specific customer data
80. Case studies
81. Sharing
82. Brochures
83. Catalogs
84. Business directories
85. Public service announcements
86. A newsletter
87. Speeches
88. Free consultations
89. Free demonstrations
90. Free seminars
91. Articles
92. Columns
93. Writing books
94. Publishing-on-demand
95. Workshops
96. Teleseminars
97. Infomercials
98. Constant learning
99. Marketing insight
100. Yourself
178. Upgrade opportunities
179. Referral program
180. Spying
181. Testimonials
182. Extra value
183. Adopting a noble cause
184. Easy to do business with
185. Honest interest in people
186. Good telephone demeanor
187. Passion and enthusiasm
188. Sensitivity
189. Patience
190. Flexibility
191. Generosity
192. Self-confidence
193. Neatness
194. Aggressiveness
195. Competitiveness
196. High energy
197. Speed
198. Focus
199. Attention to details
200. Ability to take action



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