

# 5 Ways to Build Buzz for Less \$\$\$

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1. **Message Your Message.** Make sure your branding and how you describe your product/service is powerful, unique and truly competitive. You can spend less money on the media if the message breaks through the clutter. Investing in professional branding/marketing/copywriting services is usually a wise choice.
2. **Zero in on Your Target.** Don't squander precious marketing dollars going after prospects who may not buy. Get a grip on who you're "talking to" and evaluate every media opportunity against those criteria.
3. **PR + Web Marketing = A Buzz Explosion.** By getting the right kind of press and building the right kind of "fan base" and viral marketing traction online, you can save a bundle. Publish your own e-newsletter, blog, twitter, join relevant online groups, and look for other creative ways to connect with new faces. If you hate to write, hire someone to "ghost" it for you.
4. **Shop Around.** If you have the time, online printing resources can be a cost-effective way to produce huge runs for less dough. But don't compromise quality. On the flip side, print only what you need. Digital printing options enable you to print on demand rather than sit on warehouses of outdated inventory.
5. **Don't Be Shy.** You are your own best (and most cost-effective) sales force. Make sure your qualified team members have an incentive for sourcing new business and can "talk the talk" when they are out in public. Make networking a mandatory on your to-do list. Look for appropriate speaking appearances (or, if you hate to present, find a "representative).

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