

# Marketing Tips 5

By Chuck And Sue DeFiore

## Marketing Tips 5

Chuck And Sue DeFiore  
coaches@homebusinesssolutions.com

Home Business Solutions <http://www.homebusinesssolutions.com>

Typical methods of advertising-newspapers, radio and television are effective if used properly, but there are other, less expensive ways to get your company's name out.

Local or cable television is an inexpensive alternative to the traditional forms of advertising. Even if you have no experience advertising in this medium, there are companies who specialize in lending a helping hand. Even if finances are a concern (as they are for most of us), you'll be surprised to discover a 30 second spot television ad can cost as little as a few hundred dollars.

Many areas have public auctions on local stations that will advertise your product, if you donate up to a certain dollar amount. The number of advertising spots will depend on how much you donate.

Remember also to send press releases to your local television and radio stations. Many times they will come out and do a story on you, if it is of interest to the public.

We volunteered to do resumes for people out of work and sent releases to all the radio and television stations. One of the three major networks in our area, sent someone out to interview us, and we were on the 6 and 11 o'clock news.

As for radio advertising, check your local stations for rates. You'll be surprised at how low some of them are. Again, if you send press releases to the stations, sometimes they will call you as an expert in your area, or for an interview. We sent releases to all the stations in our area when we started our support group, and this generated three times the number of people we expected for our first meeting.

Since most major newspapers are expensive to advertise in, check with the smaller local papers. You can advertise in many of these for as little as \$25 a month. You could also offer to write a column for these publications, as an expert in the area, if appropriate.

We all need to advertise in one way or another. Which medium you choose will depend on your particular business.

Copyright DeFiore Enterprises 2000

=====

Interested in having your own successful, home based creative real estate investing business? Chuck and Sue have been helping folks start successful home based businesses for over 17 years, and we can help you too! To see how, visit <http://www.homebusinesssolutions.com> for the latest

FREE tips and tricks, educational products and coaching in creative real estate investing and home based businesses. No time to visit the site? Subscribe to our FREE "how to" Home Business Solutions Digest, it's like having your own personal coach:  
mailto:subscribeHBS@homebusinesssolutions.com

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)