

# 24 Marketing Ideas

## BRAINSTORM WORKSHEET

**EVENTS** – In person events are very effective, but are time intensive. Online events allow you to reach more people and can be easier for people to attend or get involved.

1. Host a free class
2. Bring in an expert, colleague, or someone with a great story
3. Collaborate with another brand, host something together
4. Host a Q&A session (online is best here)

**CONTENT** – The ideas for content are endless, especially once you get the hang of it. The key here is to really lean into your personality and be realistic. Don't bite off more than you can chew; inhabit one space fully before expanding.

5. Start a series (on your blog, social media, or YouTube)
6. Add photos and videos that specifically highlight experience *not* features
7. Highlight stories from your audience
8. Highlight your employees (or volunteers or donors)
9. Refresh your website, especially your homepage
- 10. Invest in original content if you use stock images**
11. Highlight the people behind the scenes
12. Write a free e-book
- 13. Start an email campaign** (or use these ideas to improve your emails)

**BEHIND THE SCENES** – How something comes into existence is inherently interesting. What goes into making your work possible that people don't see?

14. Where do you find inspiration?
15. How does a new product come into existence?
16. Show your workspace (or store or office)
17. Show your process
18. A day in the life

**GET INVOLVED** – Look for a way to get involved and give back.

19. Sponsor an event in your community
20. Host a drive for a cause you care about
21. Volunteer to teach (local libraries often put on classes)
22. Start a challenge and share your progress

**SAY THANK YOU** – When in doubt, say thank you. Genuine gratitude is

23. Pause and reflect, give heartfelt thanks to customers, sponsors, and donors
24. Thank your employees and suppliers