

## 5 Free Small Business Marketing Initiatives For Slow Times



Photo: StockSnap

As a business owner, having time on your hands might make you nervous. Fill the time with tasks like these that can help you regain momentum when your business is back up and running.

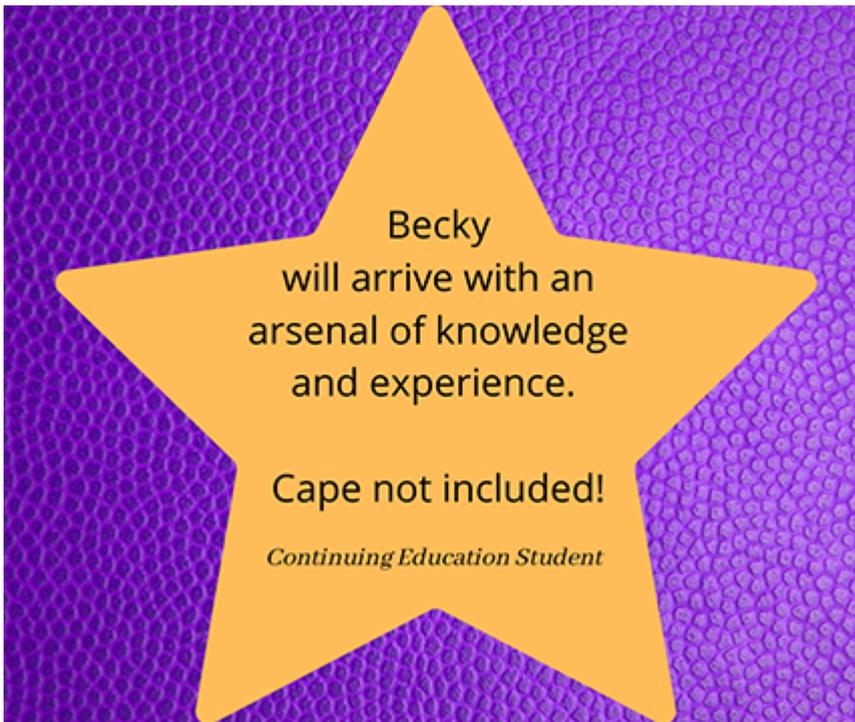
Here are five marketing initiatives you can do without spending a dime.

1. **Claim your local, Google business listing.** If you have a physical business location and you've never claimed your [Google business listing](#), now's the time to do it. This free and simple effort makes your company more visible to those searching for your services or products. According to [Junto](#), "72% of consumers who perform a local search visit a store within 5 miles of their current location."
2. **Create content.** Slower months give you a great opportunity to stockpile content. But, where do you get content ideas? [In this post](#), I share several online search tools you can use to get those creative juices flowing.
3. **Refresh your website's SEO.** If you haven't checked your website SEO recently, why not do it now? [WooRank](#) provides a comprehensive site audit report you can use to make changes to your site. The report helps you to "understand the website's overall technical and SEO health."
4. **Create video tips** about your products or services that your customers can use. For example, if you own a glass company, share tips on how to get streak-free windows when washing them, or how to keep sliding doors from sticking. Simple, short videos work well for this marketing initiative.
5. **Request testimonials.** Do your customers love your business? Ask them for reviews

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or testimonials that you can use on your website and social media profiles. Do this by creating a collection mechanism where they can enter the information anonymously or with a first-name-only. Tools like Survey Monkey, TypeForm, Mailchimp, or your website, may be used to collect the information. Then create some testimonial, social media graphics ([Canva](#) is great for this) you can share.

### Social Media Testimonial Example



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