



EDASC

Economic Development Association
of Skagit County

***Tools for your
success!***

204 West Montgomery, Mount Vernon, WA 98273

Phone: 360-336-6114 | Fax: 360-336-6116

100 Promotional Ideas

1. Discount purchase on your next purchase
2. Flashing lights
3. Sign along building, mural on the side of building
4. Sign on the door of company vehicles
5. Open sign in the window
6. Sidewalk reader board
7. Balloons in the air
8. Search lights at night
9. Specials posted in the window
10. Company name on bags
11. Company calendar
12. Hosting a Chamber function
13. Special events (for ex: Easter egg hunt)
14. Special sales events (ex: Spring, White, Labor Day, etc. sale)
15. Uniforms for business
16. Article written for local publication
17. Acknowledge the local school honor student of the month
18. Sponsor an event, golf tournament
19. Send out holiday, birthday, and/or anniversary cards
20. Enter a float in a parade
21. Yellow pages name listed
22. Reduced prices for a non profit
23. Fish bowl for business cards, win a prize (build mailing list)
24. Booth at a fair
25. Street fairs
26. Public speaking, position yourself as an expert
27. Send out a newsletter
28. Put a promotion on the back of your business card (ex: your mission stmt, a coupon, etc.)
29. Letter head
30. Web site
31. Coupons
32. Signature on emails, company motto
33. Direct mailings
34. Sponsor a PSA (public service announcement)
35. Appear on non profit TV show
36. Participate in networking groups (ex: Women's Professional Network, Whatcom Women in Business, etc.)
37. Provide free or reduced services for a charity function
38. Produce a CD-rom
39. Volunteer at a charity function
40. Freely distribute and/or have some specialty advertising/promotions on hand with company logo (ex: magnets, pens, calculators, etc.)
41. Hang up fliers on bulletin boards in town
42. Hold an open house
43. Ask noncompetitive businesses that serve the same target audience to display your promotional mat'l (ex: the Birch Bay waterslides could have their brochure displayed at daycares or child care facilities)
44. Let other businesses or organizations that serve the same target audience know about you so they can refer their clients your way (ex: a fitness facility designed for seniors could send a brochure to, call or visit with physiotherapists or occupational therapists)
45. Get phone # where digits promote the company (ex: phone number for a bakery 332-YUMM)
46. Send out thank you cards to customers
47. Table tents at tables and counters
48. Referral program
49. Partner with other businesses in town

100 Promotional Ideas

50. Broad cast faxes
51. Promote web sites in chat rooms
52. Sponsor a baseball team
53. Door to door, leaving literature
54. Presentation at school assemblies and senior centers
55. Yard sign
56. Potato chip bag clamp
57. Free drawing for services
58. Once per week special promotion, couples night, singles night
59. Elevator speech
60. Tattoos, body art
61. Flyer on windows of cars
62. Answer machine recording/elevator promotion for people on hold
63. Follow-up thank you letter
64. Include promotional material in bills invoices. Invoice stuffers
65. Sampling
66. Public tours of business (Tillamook Cheese)
67. Link with other web sites
68. Extend open hours on weekends
69. Contest among patrons
70. Community food bank promotion (bring in three cans of food get 5% off purchase)
71. Flag in front of store
72. Business Mascot
73. Mad dash courier
74. Product registration
75. Warranty card
76. Child friendly
77. Door prize
78. Fax cover letter
79. Sky writing
80. Frequent shopper cards
81. Money back guarantee
82. Join Chamber of Commerce
83. Coupon on the back of receipt
84. Comic strip
85. Child care
86. Testimonials
87. Company mascot
88. Gift certificate
89. Raffles
90. Survey
91. Word of mouth
92. Happy hour
93. Industry association membership
94. Complimentary popcorn
95. Mouse pad
96. Balloons (in sky and around store)
97. Blue light (Kmart)
98. Elevator speech
99. Adopt a highway program
100. Car Wash