



THE
SCALE IT
METHOD®

MARKETING METHODS

- ^ **Creative** Guerilla Marketing Strategies
- ^ **Speaking** Engagements (as a Guest or Host)
- ^ **Webinars** Live, Evergreen
- ^ **Networking**
- ^ **Phone calls**
- ^ Wine and **Dine**
- ^ Texting and Video **Texting**
- ^ Free **Gifts** (How To's, Templates, Products, Discounts)
- ^ **Social Media** (Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, Snapchat, Many Chat, TikTok)
- ^ **Traditional Media** (Radio, Television, Direct Mail, Print Ads, Billboards)
- ^ **Public Relations** (TV, Magazine, Radio, Articles, Podcast Interviews)
- ^ SEO Optimized **Blog**
- ^ Podcasting and **Live-Streaming**
- ^ Guest-**Post Blogs** in Your Industry
- ^ Build **Database with Opt-in** (*crucial*)
- ^ **Joint Ventures**
- ^ **Nurture** (Email Leads with Newsletters, Good content, and Offers)
- ^ **Digital Funnels** (Low price to Higher Price Offers, or Free Content to Phone Call)
- ^ **Referral Programs**
- ^ **Paid Ads:** Facebook, Google, TikTok, LinkedIn, YouTube, Twitter, Instagram – With **Re-Targeting**
- ^ Lead **Events**, Workshops, Mixers
- ^ Attend / Speak at **Tradeshows**
- ^ **Promotional Products/ Personalized Gifts**
- ^ **Community Building** (Build Forums, Online and Offline Groups)
- ^ Quizzes, Tests or **Challenges**
- ^ **Contests**
- ^ **Sell—on** Big Search Engines like Amazon, Ebay, Etsy
- ^ Video **Promotions**
- ^ **Sponsorships**
- ^ Follow up, Follow Up, **FOLLOW UP!**