

28 KICK ASS PROMO IDEAS FOR ANY TYPE OF BUSINESS!



1. Business card – offer a free trial, inspirational quote or a call to action on your card.
2. Co-host an event with a local charity.
3. On site business card draws for a free lunch or prize.
4. Email signature – show case an offer in your email signature.
5. Cross promote your brand with another store or business in the same area or one that compliments you.
6. Have a mini scavenger hunt in your store especially during Easter.
7. Run a discount for 10% off on the 10th of the month.
8. Look at the calendar and note all the holidays – tie in promotions with these holidays.
9. Offer samples on site and off site.
10. Run a contest for a chance to win a prize with purchase of \$50 or more.
11. Provide a freebie for email sign up.
12. Get them to come back by giving customers a coupon for a discount with the next purchase.
13. Run a loyalty program where they get a 5th or 10th item free.
14. Gift with purchase, offer a freebie with the purchase of a certain item.
15. Host how to seminars especially if your product or service needs training.
16. Have fun and run a social media post and or picture contest.
17. Volunteer at a local charity and get your name out there.
18. Launch something anything, this could be a product you brought in.
19. Conduct surveys to find out what customers want and give a freebie for filling it out.
20. Work with your local chamber to give exclusive discounts or free trial.
21. Welcome to the neighborhood party.
22. It’s your birthday - get a discount promotion.
23. Find super star bloggers in your industry and SELL what you have, get them to recommend you!
24. Create a 2 minute video about your store, product or promotions and post it everywhere, make it funny!
25. Say thank you, post a sign and have a thank you party.
26. Have an idea day online and offline – ask your customers what they want from you.
27. Photo wall to feature your loyal customers and what they’ve won from you.
- 28.** Create an offer on Facebook, this is a great way to get instant sign up and easily track your ROI.