



\$0 MARKETING IDEAS

Need some marketing ideas that won't break the bank? Here are **5 ideas** to get you started!

1) Facebook

Basic Facebook posts are \$0 to post. Start building your Facebook in luence today & invite your friends and family to like your page.

2) eNewsletter

MailChimp (<https://mailchimp.com/>) is free (up to 2,000 email addresses) and easy to use. Start your quarterly newsletter today!

3) Pick Up the Phone

Call your current clients just to say hi. They will appreciate the personal service and put you in a positive place in their minds.

4) Seminars

There are numerous free places to perform seminars: libraries, senior centers, churches, senior living communities, etc.

5) Professional Networking

Not all referrals come from clients and prospects. They can come from other professionals who work with seniors: P&C agents, estate planning attorneys, CPA's, inancial planners, pharmacists, doctor's o ices, etc. Get your name out there in the community!