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Fifty Nifty-Thrifty Ideas
For Marketing With
Little or No Money

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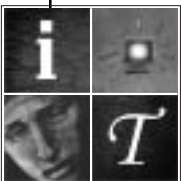
By Carol Levey

Levey Enterprises, Inc.

I.T. Partners

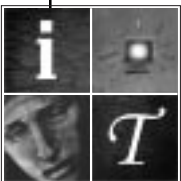
Pets Smart

- ◆ Business cards with red ribbon, miniature dog bones and catnip
- ◆ Pet bowls with name
- ◆ Advertise online free:
 - ◆ The Humane Society -- www.rentwithpets.com
 - ◆ Pets R' Welcome -- www.petsrwelcome.com
- ◆ Family photo with pets
- ◆ Pet parade
- ◆ Petting zoo



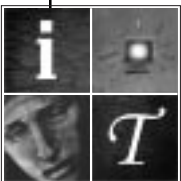
Outreach Marketing

- ◆ Human resources/travel departments
- ◆ Out of state corporations
 - ◆ Fed-Ex
- ◆ E-mail Campaigns
- ◆ Resident referral program
- ◆ Realtors
 - ◆ Presentations & Weekly sales meetings
 - ◆ Brochures -- Agent's Mailboxes
- ◆ Hospitals
 - ◆ Admissions
- ◆ Vocational schools, colleges and universities
 - ◆ On-site rental orientation



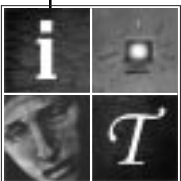
Community Outreach

- ◆ Charity Involvement
- ◆ High tea time
- ◆ Monthly art shows
- ◆ "Taste of the good life"
- ◆ Blood drive
- ◆ Adopt-a-Highway
- ◆ Press Releases
- ◆ Write articles for local newspapers and publications
- ◆ Teach "rental-related" classes
- ◆ Speak at high schools and community colleges



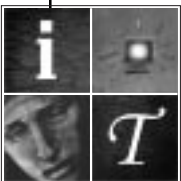
Community Outreach

- ◆ Q&A columns -- local newspapers and apartment associations
- ◆ Radio hotline
- ◆ Public service announcement
- ◆ Group advertising
- ◆ Congratulatory Cards
- ◆ Testimonials -- Satisfied customers
- ◆ Competition -- Outreach
- ◆ Career fairs
- ◆ Bridal shows
- ◆ Chamber of Commerce
 - ◆ Mixers
 - ◆ Committees
 - ◆ Events



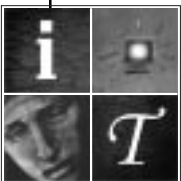
Resident Outreach

- ◆ After school activity center
 - ◆ In a converted laundry room or vacant apartment
- ◆ Move-in day care
- ◆ Themes and events
- ◆ Free/discounted travel
- ◆ Consumer interest classes
 - ◆ Foreign languages
 - ◆ Computer
 - ◆ Internet
 - ◆ Investments
 - ◆ Estate planning
 - ◆ Home buying
 - ◆ Health and fitness



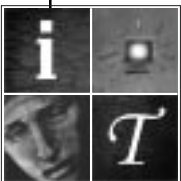
For Safety's Sake

- ◆ Crime Stoppers/workshops
- ◆ Neighborhood Watch meeting
- ◆ Safety workshops with corporate sponsor
 - ◆ Pool
 - ◆ Fire
 - ◆ Fingerprinting



Resident Retention

- ◆ Service requests (contests)
- ◆ Monthly customer care program
- ◆ Community newsletter
- ◆ Pamper day
 - ◆ Invite a local spa and/or other organizations to do free stuff
 - ◆ Massages
 - ◆ Makeovers
 - ◆ Pedicures
 - ◆ Manicures
- ◆ Sports night
- ◆ Community teams
 - ◆ Bowling
 - ◆ Softball
 - ◆ Volleyball



Surrounding Merchants

- ◆ Grab bag coupons
- ◆ Grocery stores
- ◆ Malls
- ◆ Dry Cleaners
- ◆ Restaurants

