



THE
SCALE IT
METHOD®

MARKETING METHODS

- ^ **Creative** Guerilla Marketing Strategies
- ^ **Speaking** Engagements (as a guest or host)
- ^ **Webinars**
- ^ **Networking**
- ^ **Phone calls**
- ^ **Drop by**
- ^ Texting and Video **Texting**
- ^ Free **Gifts** (How To's, Templates, Products, Discounts)
- ^ **Social Media** (Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, Snapchat, Many Chat, TikTok, Clubhouse)
- ^ **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*)
- ^ **Nurture** email leads with newsletters, good content, and offers
- ^ **Digital Funnels** (low price to higher price offers, or free content to phone call)
- ^ **Referrals**
- ^ **Ads:** Facebook, Google, LinkedIn, YouTube, Twitter, Instagram —with **re-targeting**
- ^ Lead **Events**, Workshops, Mixers
- ^ Attend / Speak at **Tradeshows**
- ^ **Promotional Products**
- ^ **Direct Mail**
- ^ **Quizzes** or Tests
- ^ **Joint Ventures**
- ^ **Contests**
- ^ **Sell**—on big search engines like Amazon, Ebay, Etsy
- ^ Video **Promotions**
- ^ **Sponsorships**
- ^ Follow up, Follow Up, **FOLLOW UP!**