

HOW TO STAND OUT IN A CROWD WITH

# CREATIVE MARKETING IDEAS

## Does your marketing need a facelift?

*I will walk you through a few creative marketing brainstorming exercises. After filling out this worksheet you will have plenty of great creative ideas for your marketing.*

## Why Your Current Marketing Efforts Aren't Working

### 1. Your website is pushing people away.

Some things that could push people away from your website are:

- Having a popup come up almost instantly.
- Flashy ads on the sidebar of your website.
- Colors causing bad user experience when they fight against each other. (example: light font on top of a light background = hard to read. Or a blue font on top of a red graphic box = colors fight against each other.)
- Is your website load time slow?
- Sloppy writing and poor editing.
- Images that aren't appealing or are low quality.
- Your audience doesn't feel like you are speaking to them.

### 2. You aren't writing to your audience.

A great way to make sure that you are writing with your audience in mind is to focus on your persona. It's super important although overlooked a lot of the time. Or people might think they know who their persona is. Instead of just guessing, write it all out here:

**Who is my persona?**

What problems do they face?

How can you solve those problems with your product or business?

What do they love doing?

What career do they have?

What are their dreams? Personal and business related?

What is their personality type?

**Find an image of them and post it here:**

Now you have your customer/audience persona. When you write or design any bit of content keep them in mind.

*[Place to put image here]*

**3. You lack your writing voice.**

Do you ever struggle with finding your writing voice?

**Here are some things you can do to find your voice:**

What are five ways you'd describe yourself to a friend? Think in adjectives. (my example: bubbly, fun, and truthful)  
What are yours?

*After that, find a handful of close friends or followers and ask them to describe you or your brand in 5 words. (You can even share your blog with them if you want) This will help you see if your voice is coming across.*

What were the words that they used to describe you with?

What are 5 other marketers or bloggers that you feel like you'd be really good friends with?  
*(Think about the ones that you feel like you could spend a bunch of time with.)*

Describe their writing voice in 5 words.

**Marketer 1:**

**Marketer 2:**

**Marketer 3:**

**Marketer 4:**

**Marketer 5:**

#### 4. You aren't following your own rules or keeping to your ultimate standards.

There are many companies/businesses/blogs out there who don't practice what they preach.

**Example:** A person who runs an editing freelance company who writes a blog, but doesn't edit their own work and has many typos and grammar errors. This screams phony.

**Great Example:** The other day I went with my fiancé to look for a suite for him for our wedding. When we went in all the guys who worked there were wearing the slick suits with kerchiefs and ties. They wore exactly what they were selling. They set the image for how their customers wanted to look.

Are you honestly following or keeping to your ultimate standards?

If not, why?

What areas could you work on?

How can you set an image for how you want your customers or readers to \_\_\_\_\_  
(do what ever your product or business helps with)

Thoughts:

# Creative Marketing Ideas That You Can Implement Into Your Daily Marketing

- Treat your office building like a billboard.
- Create and tell a story in a display space in your office or on your premises to make your product seem appealing and noticeable. (Think Disney or Vegas.) Recently Disney reworked the Peter Pan Ride queue so that it will keep people engaged with the story and make them feel like they are in the ride already. They did this by making it interesting and setting the scene for the story. Who doesn't love to be a part of a story. Soon enough the exhausting-ness of waiting in line doesn't seem so bad anymore.
- Host a community event to raise awareness about a problem that your product or business helps solve. Make it fun and actionable so that your customers or readers are able to take what they learn and put it into practice almost instantly.
- Place a window decal over the display window.
- Work from your display window. Have employees work from the window so people can see what goes on there.

*Window Display? Think of a cool way to present your product or business to the world. (examples: paper cutouts of images or paper) Anthropologie is an amazing example of this.*

*Anthropologie does a great job using different objects to create the feeling they want their customers to feel when buying their products. And their content on their website and on their social platforms all resonate with their brand. You have the same feeling as though you were walking into their store when you are on their website or Instagram page.*

What can you do to make the glitter fall from the sky in front of your audience when you market your blog and products? What is going to make them say "Heck YES!!" to your writing and products?

## The successful marketers out there think outside the box.

They show something ordinary, but with a personalized twist. They don't show you buying a Coke for your friends, but they actually show you buying a Coke with your best friend's names on them.

See what I'm saying? There is a special secret ingredient involved here. What is that special secret ingredient? It's creative marketing at it's best.

## Want To Do This Too?

Answer these questions:

### Who Are Some Marketers That You Look Up To?

First off, who are some marketers that you look up to? Now these marketers don't have to be in your particular niche. Be inspired by who inspires you.

*Pick 3-5 marketers that you look up to and see how they market.*

**Marketer 1:**

**Marketer 2:**

**Marketer 3:**

**Marketer 4:**

**Marketer 5:**

What copy do they write?

What kinds of images do they use? And how do they use the images to tell a story of their product or business?

How do they pair images and words? Do they put overlays over the images?

How do they market in store or on the online store?

How do they market in their emails?

Does all of that enforce how you feel when you open their email newsletter or read their blog? Or walk into their store?

*If you said yes, then those marketers are really good at knowing and sharing their brand so that people want to see more of it.*

How can you implement those tactics into your own marketing?

## How You Can Do This Too

Ideas to do creative marketing that is outside the box and personalized online and offline.

- Add your audience's names to your email newsletters so it's personalized.
- Give something extra to your followers just because. (Example: graphics, ebook, real book, free sample, or even a goodie bag.)
- Access to a free course or call with you.
- Showcase a customer or reader on your blog. Let them share how they use your business, product, or blog.
- Do you have a product based company? If so, how can you package your products in a way that mirrors your brand. (Example: Vera Bradley wraps your purchases in colorful tissue paper and then puts them in a matching bag.)
- Give away coupons that your customers can scratch to find their savings.

## Some Of Your Efforts Might Not Be Coming Across As You'd Like Them To

1. Think about the different ways that you can help them. What can you do to make their lives easier? Remember that they are constantly thinking "How is this going to help me?". So keep that thought in mind when you are marketing. Share content with them that will be beneficial to them.
2. Brand your emails, websites, marketing, your email signature, and more. Remember that your companies personality is your brand.
3. Send thank you cards to your customers. Or even a goodie bag. We do this at CoSchedule.

## 50 Creative Marketing Ideas

1. Vlog your days throughout the week. Make sure you highlight interesting things about your work and business.
2. Blog about your best-selling product of the month or from the past few months. Include a link so they know where they can buy it.
3. Tweet about your email newsletter. Share about what things they are missing out on.
4. Feature one of your loyal customers or blog readers online. (Example: you can do this on any of your social networks, or even on your blog.)
5. Host a caption contest.
6. Send your email list a coupon.
7. Pin ten new things on Pinterest, and two of your own.
8. Find your most clicked-on blog posts in your analytics and write another on the same topic.
9. Set up a webinar and teach your target market about something that will help them.
10. Do a tour of your studio or office on Periscope. You can even share details about how you work. You can even introduce your employees.
11. Make a list of at least 10 blogs that you wouldn't mind guest posting on. Then start interacting on those blogs, leave heartfelt comments that add to the conversation, and you can even check out their social networks and share their content and comment on their posts.
12. Send out some hand-written thank you notes or even some goodies out to your most loyal customers or blog readers. (We do this at CoSchedule.)
13. Leave a thoughtful and really helpful comment on a blog post your target market regularly reads.
14. Re-work your about page and really focus on the first few paragraphs so that your customers will know how you can help them.
15. Create some infographics and share them with your target market.
16. Host a video contest. (Let those who enter publish their videos onto Youtube with the same title and description. Also make sure they link back to your content url.)

17. Showcase your product and what makes it different.
18. Send out product samples to potential customers.
19. Pitch an interview to a blogger who posts interviews on their blog.
20. Add an unobtrusive pop-up to your website. The kind that pops up in the lower corner of your blog post so that it doesn't intrude on your reader's user experience.
21. Try doing a pro-bono of some sort. Host a contest or scholarship of some sort. Then do something good to help someone else.
22. Put your favorite social media handles on your business card so people can find you easily.
23. Join in on weekly hashtags (example: #mancrushmonday #aturday #ThrowbackThursday #DarlingWeekend)
24. Try out Facebook Live.
25. If you have an actual office try some urban marketing ideas to spread word in your area: chalk on sidewalks, posters, or even a window display.
26. Hosting a contest? Create a hashtag for it.
27. Build trust by getting testimonials on your web site for your products and your blog.
28. Make sure that it is easy to buy from you. Make sure the commerce links work smoothly.
29. Focus on your why not your what.
30. Craft your elevator pitch so that if someone asks you what you do or what kind of products you have you'll be able to answer clearly and confidently.
31. Share content on forums. Answer people's questions and leave helpful content and a link leading back to your answer on your blog. But be humble. People know when you are just sharing a link.
32. Revamp your old content so that it will continue bringing in more readers.
33. Develop a word of mouth customer referral program.
34. Recycle your old content into other things like: e-books, courses, or even a paid product.
35. Partner with a similar company related to your industry. But make sure they aren't a direct competitor.
40. Host a community outreach and open it up to the community. Let people know they'll be able to learn how to do

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41. Set up an affiliate program of some sort.
42. Optimize your website or blog for mobile.
43. Give a discount code or something extra to your customers or blog readers on their birthdays.
44. Join groups on LinkedIn. Be sure to join in on the conversations.

45. Create a calendar with pictures and inspiring quotes that have to do with your niche that you could give away for free.
46. Join your city's Chamber of Commerce. You'll be able to meet and network with your community. This will also help you create local relationships.
47. Host a treasure hunt across your blog, email, and social networks.
48. Get on Help A Reporter.
49. Make a theme song for your company, blog, or business. Use Spotify.
50. Think of your Pinterest board as your very own shop window.

**After trying some of these creative marketing prompts sign up for a 14-day free trial of CoSchedule so that you can rock your marketing strategy.**



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*–Jay Bear, Founder of Convince and Convert*



**Michael Hyatt**  
Author



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