

## 20 Top Tips for Grabbing Attention and Making a Valuable Noise

- 1. Sticky Notes**  
Put them anywhere you like – on sales letters, brochures, Direct Marketing collateral. Hand written is best. They will be read!
- 2. Publicity Stunt**  
Think Richard Branson and you're on the right track! But seriously, you don't have to go fly around in a hot air balloon to get some attention. For small business, you could do anything you like. The crazier the better!
- 3. Place your business cards in interesting places**  
If your business is related to selling plants for example, why not go to your local library and insert your business card in every gardening book, magazine?
- 4. Stickers**  
Put them anywhere you like. Lamp posts, bumpers. Random places appropriate to your target audience will grab attention for sure. And, of course, the quirkier the sticker the more noticeable it will be.
- 5. Wash Away Tattoos**  
Ok, bear with me on this one! If you're at an expo, get some tattoos printed up with your company logo and web address/phone number on them. Paste them all over willing participants (especially on foreheads) works every time!
- 6. Balloons**  
If you have a product/service targeted at children or targeted at parents of children then get some balloons printed up with your company logo and web address/phone number on them. Kids of all ages LOVE balloons (especially under 5's). If your target market is a little older, then get more sophisticated with the balloons (helium, strange animals, anything you like!).

- 7. Piggy backing opportunities**  
If there is a product or service that is targeted at similar markets as your own, then approach that company and see if you could examine some piggy backing opportunities. This is a win-win for both businesses and in most cases and can be extremely worthwhile.
- 8. Advertise in strange yet appropriate places.**  
Think out of the box and post your ad's in interesting, memorable places. Don't waste any more money on newspaper advertising. I see too many small businesses resort to this expensive, untargeted form of communications. Unless you are a large corporate or the newspaper is a relevant industry publication, stay well away.
- 9. Promotional material**  
Ensure your logo, website and phone number are displayed. The quirkier the promotional material the better and hand out liberally!
- 10. Get your car sign-written**  
Great for getting your business and brand recognised. The more attention-grabbing graphics the better. I saw a car the other day that was really, really muddy until I realised it was painted on to the car! It was so interesting that I even remember the website it was advertising.
- 11. Look out for appropriate sponsorship opportunities**  
If your target market is profiled within an event then sponsor it. You will have an opportunity to showcase your business and the exposure you receive usually far outweighs the cost to sponsor the event.
- 12. Christmas Cards**  
Make sure you always send a Christmas card to all of your customers. Hand written and posted with a stamp. This will remind them that you are still here to do business and you still care about them.
- 13. Charity donations**  
Pick a charity of your choice (preferably related to your market) and make a donation every year. It doesn't have to be large but it will be warmly recognised by the audience involved.
- 14. Hold a competition**  
With a prize that you know your target audience will want to win. Make a big noise about your competition with some of the strategies mentioned here.
- 15. Outdoor signs**  
Essential for grabbing attention. I saw a café recently advertise "Seagull Soup" on a sign – well, that made me laugh!
- 16. Make a noise**  
If you really want to get attention and you have a shop front or are giving away flyers in a public area, get a noisy musician to make some noise! Like a Bag Pipe player or a drummer or some children with tambourines or a Didgeridoo. People always stop when something is noisy and interesting.

17. **Social Marketing**  
Start using it! Twitter, Facebook, blogging. It's social marketing and it DOES work!
12. **Ask someone who is pregnant to wear your T-Shirt**  
And say something appropriate like "this pregnancy is sponsored by Swordfish Marketing".
  1. **Set browser defaults to your website**  
Get to that local library, internet café – anywhere with web access and set the browser default to your website!
  2. **Give presents**  
Yep, you read right. People love something for nothing no matter how small. If your free gifts are appropriately targeted, they will hit the right spot and create a feeling of goodwill. Wrap them up nicely with nice paper, ribbon and a little card.

Don't forget these ideas are not traditional forms of marketing communications; they are designed to grab attention and make a valuable noise. Be sure to use them wisely in relation to your business and you will definitely reap the rewards.

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