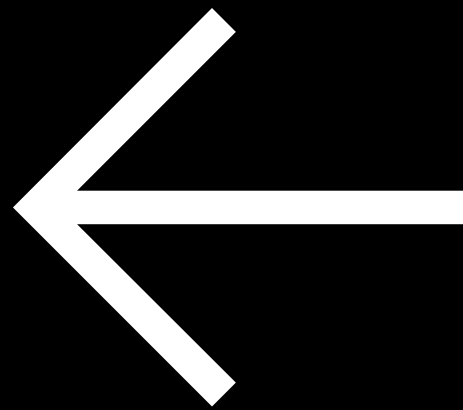


LOW-COST MARKETING STRATEGIES FOR STARTUPS

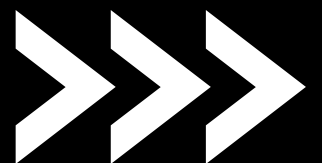


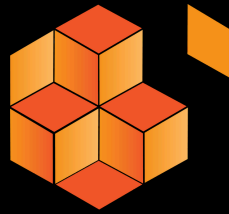
START WITH YOUR CUSTOMER, NOT YOUR PRODUCT

Before spending on marketing, understand:

- **Who is your ideal customer?**
- **What problem are they trying to solve?**
- **Where do they spend their time?**

The better you know your audience, the more effective your marketing will be.





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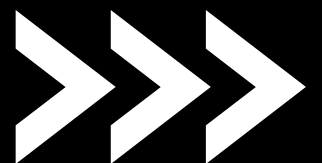
TELL YOUR STORY WELL

People connect with stories, not just products.

Share:

- **Why you started**
- **The problem you're solving**
- **Customer success stories**
- **Lessons from your journey**

Being Authentic will build trust.





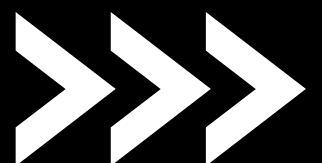
CREATE VALUABLE CONTENT

Educate before you sell.

Create:

- **LinkedIn posts**
- **Short videos**
- **Carousels**
- **Blog articles**
- **Founder insights**

When you consistently provide value, your audience will keep coming back.





BUILD A COMMUNITY

Don't just collect followers, build relationships.

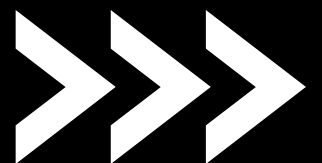
Reply to comments.

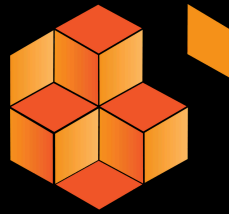
Join conversations.

Support other founders.

Celebrate your customers.

Communities create loyal advocates.

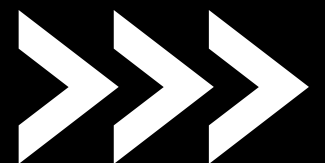




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HAPPY CUSTOMERS ARE YOUR BEST MARKETERS.

- Encourage them to:
- Share testimonials
- Leave reviews
- Post about their experience
- Word-of-mouth is one of the most powerful growth channels.





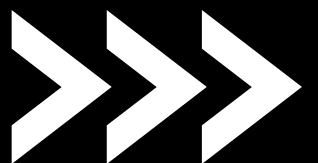
PARTNER WITH OTHERS

Collaborate instead of competing.

Partner with:

- **Other startups**
- **Industry experts**
- **Innovation hubs**
- **Local communities**

The right partnership can expand your reach quicker.



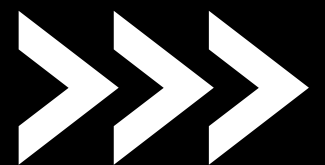
USE FREE DIGITAL TOOLS

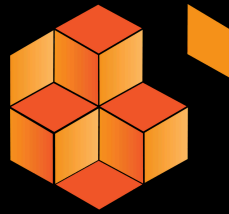
You don't need expensive software to market effectively.

Leverage:

- **LinkedIn**
- **X (Twitter)**
- **Canva**
- **Instagram**
- **Google Business Profile**
- **Email newsletters**

Consistency matters more than cost.





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MEASURE WHAT WORKS

Don't market blindly.

Track:

Website traffic

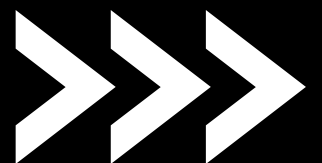
Engagement

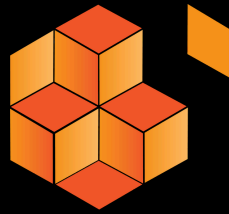
Email sign-ups

Inquiries

Conversions

Double down on what's working.





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**Great marketing isn't about
spending more.
It's about understanding
your audience, creating
value, and showing up
consistently.**