

Use or lose your marketing budgets

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Every year, businesses review their past year's budget and set a new one for the new year. Usually, this conversation begins in December but really doesn't start until the new year when the final numbers come in for the budget. Anything that went over may get extra money in the new year while things that came in under budget may have some of that budget taken away. This is the time of year to look at your marketing department budget and figure out how to spend the remaining money so you don't lose it next year.

Run social media ads

A quick way to spend your money is to promote your company on social media. Put together an ad and pay to have it promoted. It is the holiday season, which means your customer base is looking for fun and unique gift ideas for their friends and family, so promoting through social media will help them to find you and potentially bring in new customers.

Text marketing discount promotion

Some marketing departments are required to eat the cost of discounts and promotions being given to customers. If that is the case for you, then doing a text marketing discount would be a good idea right now. One of the reasons why sending a promotion out through text is great is because it rewards loyal customers instead of just always offering the best deals to new customers. Current customers who feel like you are loyal to them will feel the need to be loyal back, and you will win them for life.

Eight-second billboards

Billboards are a good way to advertise to people because there will always be a driver keeping their eyes on the

road who will see your billboards, even if everyone else in the car is using their phone. There are some billboard companies you can work with that do electronic advertisements. You pay for 8 seconds at a time of billboard exposure, so you make an ad, give them your budget, and they display your ad for as much as you have paid. This is an especially good way to use up a remaining budget without going over it because you can give exactly what you have left to the billboard company to display your ads.

Promotional spots on Amazon

The largest online retailer is Amazon.com, and people are spending hours looking up gifts for the holidays on the site. Even if they don't know what to get, the convenience of having it delivered straight to your door makes it convenient and easy for everyone. Amazon offers promotional spots where you can promote your product to come up first during searches or to come up as suggested products when consumers are viewing similar things. Paying for these types of spots is a good idea at the end of the year because it will give your product or service more exposure to new customers who are desperately looking for just the right gift.

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