

My marketing must-haves

As a very small business, Deborah Brody Marketing Communications does not have a large marketing budget (seems a bit ironic). For instance, I have never printed a brochure, but I do have a website. Here are the list of things I do have, some of which are free, for marketing purposes:

- **Website** (soon to be upgraded...stay tuned): This is the must-have of all must-haves, for the obvious reasons that you need to know that I exist, and without a website, I may as well not be here.
- **Blog** (you are here on WordPress.com ...soon to be integrated to one site): Keeps you informed on what I am thinking.
- **Business cards**: printed, in color and double-sided. Well worth the investment. Latest ones were ordered from Greenerprinter.com and are made of 100% recycled paper.
- **Twitter**: Have met many people via Twitter not to mention the amount of information and ideas that I have picked up.
- **LinkedIn**: A profile on LinkedIn is like an online resume with feelers.
- **Google alerts**: I track several topics, and my own name. An invaluable source of current information only topped by
- **Google reader** (with a long list of great blogs and feeds): You need to be current in the marketing field...and probably any field. A good way to stay on top of stuff is to have your Google Reader feeding you the latest from the industry's top blogs, etc.

What I have that is not a must-have: a Facebook page for my business. This is in spite of evidence that says Facebook is a good place to be for businesses and brands.

What are your must-haves? Let me know in the comments please!