



## Marketing Your Business

You have a great product or service, but how do you market it to customers when you have a limited budget? Take these basic steps first.

### Advertise in Local Publications

There are several local publications that you may consider advertising in. Contact the advertising department to find out about their audience and rates so that you can make the best decision about where to put your advertising dollars. Some publications to consider:

- *Women's Ink* (WRC's bi-monthly newsletter): 247-1242 x203
- *Durango Herald*: 247-3504; online at [www.durangoherald.com](http://www.durangoherald.com)
- *Durango Telegraph*: 259-0133; online at [www.durangotelegraph.com](http://www.durangotelegraph.com)
- *Four Corners Business Journal*: 385-7883; online at [www.businessjournals.com](http://www.businessjournals.com)

### Advertise in the Telephone Directories

You may also choose to advertise in the telephone book. For information, contact:

- *Directory Plus*: 259-6500, or online at [www.DirectoryPlus.com](http://www.DirectoryPlus.com)
- *QuestDex White and Yellow Pages*: 800-422-8793, or online at [www.questdex.com](http://www.questdex.com).

### Join the Durango Area Chamber of Commerce

The Durango Chamber of Commerce is a membership organization that promotes and supports the local business community. Benefits include marketing, referrals, education, networking and resources. New members are listed on the web site at <http://durangobusiness.org> and in the monthly newsletter, *The Chamber Connection*. For more information, call the Chamber at 247-0312, or email [chamber@durangobusiness.org](mailto:chamber@durangobusiness.org).

### Distribute Fliers Around Town

Several of the coffee shops, restaurants and merchants in town have bulletin boards where you can post a flier advertising your services. WRC also posts information about current members' businesses. Try creating a flier with perforated tabs with your name and contact information for people to tear off and take with them.

### Let the Media Know About Your Business

The *Durango Herald* and the *Four Corners Business Journal* publish news briefs about local businesses. The *Durango Herald* runs a Business Briefs section in the Sunday edition of the paper, and the weekly *Four Corners Business Journal* publishes announcements in the "Inside Business" section. Check each publication to find out how to submit your announcement. Back copies are available at the Durango Public Library.

### Word of Mouth

Take advantage of networking opportunities with the Women's Resource Center and the Durango Chamber of Commerce and talk about your business whenever you get the opportunity. Don't forget your business cards! Ask your clients to refer you to friends and business associates who can benefit from your services. Consider offering a discount for new clients.