

## 20 Marketing Ideas For Voice Over Actors



Do you need help marketing your voice over business?

Many talent have got the creative side of their businesses down to a fine science but lack the marketing know-how to keep their business growing. We're offering up twenty marketing ideas that will help put some step into your marketing stride!

### **Time To Get Savvy!**

If you feel that you're just shooting darts at a board, it's time to get proactive! There are more means of building a roster of clients than just auditioning. While responding to casting calls is an important part of the job, so is marketing. Creating a well-defined marketing plan will help you build a client base faster than auditioning alone.

Here are twenty marketing ideas to help you get your business jumping!

1. **Logos:** Develop your own logo and become memorable before people even hear your voice.
2. **Business Cards:** Create some business cards. They won't do you any good just sitting in your wallet though. Hand them out everywhere! You never know who your waitress knows or who's visiting the dentist that day.

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3. **Branded Letterhead:** If you are mailing demos to potential clients write a brief cover letter using branded letterhead.
4. **Demo Stickers:** Likewise use demo stickers that contain your contact details and logo.
5. **Thank You Cards** People still love the personal touch of a hand written thank you card. This personalized attention is the kind of thing that develops strong business relationships.
6. **Postcards or Pamphlets:** Mail businesses a post card or pamphlet to introduce yourself and your services explaining how you can help them.
7. **Blogging:** If you enjoy writing and can do it consistently blogging can be an effective way to build a following and increase your presence on the web.
8. **Meet-up Groups:** Starting or joining a monthly meet-up group is a great way to network with peers and get referral business.
9. **Social Media Groups:** Become active on social media groups geared toward voice over or start one yourself. Try creating a group geared toward a voice over niche such as video game voices or cartoon voices.
10. **Personal Website:** Having a personal website in addition to a Voices.com profile will increase your presence online even more. The more web-presence you have the more likely a client is to come across you while searching for talent.
11. **Professional Associations:** Receiving accreditation from a voice over association will help you be perceived as a professional voice talent and will give you exclusive training and networking opportunities.
12. **Generate Publicity:** Everyone has a story! Try pitching yours to magazines and newspapers to generate publicity for your business.
13. **Send Clients Swag:** Swag refers to useful items you can send to clients which are branded with your company logo such as mugs, magnets, pens, etc.
14. **Sponsor An Event:** If you can swing it, sponsoring an event is a great way to generate some publicity and make yourself known within your community.
15. **Traditional Advertising:** Place an ad in your local paper, trade magazine, or yellow pages.
16. **Cold Call:** If you have the personality for it, try cold calling local businesses and introduce yourself. Find out if they are interested in using your voice in their next radio commercial or offer to be the voice of their telephone auto-attendant

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17. **Ask For Referrals:** If your client is happy they are sure to refer you to others. Sometimes all you have to do is ask.
18. **Link-love:** There are hundreds of online directories. Take some time each day to find and submit your website to them to increase traffic to your site.
19. **Google Ad words:** Reach out to a targeted audience with an ad that appears alongside specific key word searches.
20. **Join [Voices.com](http://Voices.com)!** Not only can you reach out to clients through auditioning but having a profile at Voices.com is like setting up a booth at your local market. There are hundreds of clients searching our marketplace for talent each day.

For more information:

[http://blogs.voices.com/voxdaily/2011/03/20\\_marketing\\_ideas\\_for\\_voice\\_o.html](http://blogs.voices.com/voxdaily/2011/03/20_marketing_ideas_for_voice_o.html)