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Don't Forget About Offline Advertising

By John Smith

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A lot of online based businesses forget about offline advertising. It is important to combine offline and online advertising together in your marketing campaign. You can market offline more effectively by targeting people that actually have access to the internet. In all your advertising you want to include your web site address, e-mail or autoresponder addresses, and the e-mail address to subscribe to your e-zine. Below are 10 offline marketing ideas:

–Place classified or full page ads in print publications. The print publications should be computer or internet related.

–Post flyers in stores. They could be computer stores, software stores, libraries etc.

–Buy mailing lists and send direct mail. You should make sure that all the people on the mailing list are internet users.

–Buy commercial time on T.V. They can be during shows that are targeted toward internet users.

–Pass out your CD-ROM or diskette business cards at special events. It could be at trade shows, seminars, fairs, etc.

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–Set up a deal with another business that targets internet users. Pay the business to insert your business ads in their product packages.

–Hold a free offline class and teach people how to use their computer or how to use the internet. You could have your web site on display as an example.

–Do co-op mailings with other businesses. They should also be targeting people with internet access.

–Give away free mouse pads. Put your advertising on the mouse pads and give them away at computer or

internet events.

–Advertise in card decks. The card deck you advertise in should be targeted toward internet users.

You would also want to target your offline advertising to groups of people that will actually be interested in your product or service. If you're selling business books, you will want to market to business owners. In conclusion, if you have a business that's only based online, you don't want to market to people that don't have access to the internet.

Article Written by John Smith of <http://www.10BestEcommerceHosting.com> – Need a webhost? Avoid hosting headaches and mistakes, read informative reviews of top rated web hosting companies from a trusted source. Visit us today for a free personalized recommendation based on your specific web hosting needs.

Offline Advertising for Online Companies

By Michele Borowsky

The goal of any business should be to reach the most amount of people possible with the right message at the right time and for the right reason. Many people with online companies are missing out completely when all they do is networking, search engine optimization, and some scattered direct mail to small amounts of people.

The majority of consumable dollars, by a very wide margin, are spent offline. The majority of people are spending more than 20 hours per week watching television. The majority of people also spend more than 10 hours per week listening to the radio.

Don't Forget About Offline Advertising

Have you ever heard of companies like eBay, Travelocity, Priceline, or Monster? Sure you have. You may think that the online environment is where you've heard about them. Sorry, you and everyone else are aware of these names due to offline advertising and marketing.

Even though your business is much smaller than these, you need to look into and take advantage of offline opportunities. It does not matter what category of business you are in.... you could be in network marketing, business services, giftware, or whatever. Your company can and should benefit from using offline surface exposure media.

Before embarking on any campaign, the business owner needs to know, understand, and specifically define the primary demographic group which comprises their customer profile. Without this, there cannot be an effective plan, which is a necessity for success. The fact is that less than 10% of all contacts a company makes will ever respond. So you could mail out your postcards to 100 select people and you'll get, on average, less than 10 responses. So how about reaching 150,000 people each week with a radio flight? Or over 400,000 people with an ad in a major daily newspaper.

Think about it. The opportunities are endless and the business potential is limitless. You need to make that commitment to grow your company. Offline advertising for online companies needs to be considered by you and all others in online business. The possibilities are there for the taking.

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Michele Borowsky is a 20+ year executive veteran in a Media Exposure Management firm and the author of "The Mother of All Marketing for Business Owners."

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Offline Advertising for Online Companies

How To Successfully Joint Venture Your Online Business With Offline Businesses

How To Effectively Use Offline Advertising To Build Your Online Business

Offline Marketing ~ Part 1: Drawings

Advertising Defined, What's It Good For And How An Online Campaign Can Really Save You Big Bucks

PPC Profits

The Classified List

Net Spy Tracer

RSS ADVERTISING SECRETS

Ewen Chia's Website Conversion Secrets



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