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Finding A Safe Marketing Medium

By Mark Askew

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Your business is surviving the current economic challenges and you've realized a profit. Now you want to invest your new found profits in new marketing ventures to get to the next level. Two words...BE CAREFUL! Be very careful!

Many so-called next level marketing programs and strategies merely expose the user to new dangers that can reduce the life expectancy of their business.

Email Marketing

Sending email is a sure way to attract target potential clients but unwanted e-mail is the perfect way to shut down your business overnight literally.

You can lose your affiliate partnerships, ISP or website host in a matter of hours with just one complaint. From the above you can see that marketing is not as easy as it sounds.

Many companies posing as marketing experts promising to submit your text ads to thousands of message boards, search engines and directories are only spammers posing as promotions experts.

Remember that short cuts don't cut it online. So proceed with caution. Read the rules and regulations when posting advertisements. Abide by them and your business will last longer online. In addition, take the four simple steps we outline below and enter the world of marketing using the front door.

Find A Reputable Promotions Agency

1. Find yourself a trusted online marketing agency. The best are long time businesses that have been promoting businesses online since the internet was born. Consider buying banner ad space and targeted e-mail from what are called list servers. These are lists of people who join online interest groups who don't mind receiving occasional ads on subjects that interest them. A reputable company has a good screening and sifting mechanism in place to keep your e-mail lists fresh and virtually free from Spam complaints.

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Use The Power Of The Press

2. Never underestimate the power of a press release. Press releases announce the presence of new businesses or a new business venture while promoting your site all at the same time.

Keep Them Coming Back For More

3. Once you get folks to visit your site half the job is done. Remember, the most successful businesses are those with repeat sales from customers who come back again and again. So once they arrive the aim is to keep them coming. The tried and true way to keep your visitors coming back is by offering membership to your newsletter. A good example of how to acquire newsletter membership is at <http://www.bcpl.net/~ibcnet>. Your newsletter will allow you to continue to advertise to your client. Here is a crucial point to gaining your clients' interest and loyalty. Avoid sending out the same ads daily as this is a big turn-off. Make your newsletter newsworthy. Offer information crucial to your members success.

Send out a weekly newsletter with practical information that will be informative and useful. Don't send the same advertisements week after week. Change your ads frequently. You could alert them to any new content such as sales, special offers or free services. Add reader interaction into your newsletter. Encourage your readers to write back on issues in which you all share common interest. Have contests or give members some notoriety for adding to the content in some way.

Win Their loyalty

4. When members start to make your newsletter their own you have a loyal repeat customer who will stay with you for a very long time. Yes it's a little work but building up a loyal client base of repeat customers makes it all well worth it. Happy and safe marketing!

Mark Askew is founder of the Mortgage Loan Search Network at <http://www.mortgageloansearch.cc>. A daily financial resource and commentary journal.

Finding a Color Scheme – Decorating with What you Have

By Tammy Jo Schoppet

If you feel helpless when it comes to picking and blending colors, your answer could be as far away as your nearest pillow. Check out this quick way to create a color scheme for your home with our PICK – SEE –LMD method.

PICK a Pattern: Starting with a pattern is the easiest way to create a color palette for your decor. Choose a pattern from any object you already have and love such as a pillow, picture or piece of furniture. This will be your color palette !

SEE 3 Colors: Select a light, medium and dark color from your pattern to be used as your foundation. You may want to go to a hardware store and select color chips from the paint department that match your pattern to carry with you in case you come across a great find and need to know if it matches.

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LMD: Light, Medium and Dark – How you use these colors can affect the overall appearance of your room.

Light– Is the Background– this is usually easy to achieve since most rentals are equipped with light to off–white walls.

Medium– Large furniture and windows – Since the color of these objects will blend with the above lighter selection, the medium furniture will ground the room and give it a foundation.

Darker– Accessories. Since your eye is drawn to a darker more intense color you will be able to arrange you accessories in a manner to guide the eye flowing through your room.

PICK – SEE – LMD a formula to live by !

Tammy Jo Schoppet is the founder of Rental Decorating Digest, an online publication focused on helping renters live with style while staying within rental guidelines. She is also the author of Decorating Your Rental Space – A Do–It–Yourself Guide for Apartment – Home – Studio – Dorm

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Temperature Control: Saving You Some Money

Marketing Wine on the Internet

Viral Marketing

Condensers – The Liquid Producers

Instant Site Safe And Folder Safe

Press Release E–Manual

Hitting the Search Engines

How To Find A Topic For Your Ebook

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