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**Free Marketing = Effective Marketing**

**By Brandon Milford**

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According to Google.com there are over three billion web pages online today. So what are you doing to separate yourself from the crowd? How are you targeting your customers? How much capital are you investing in marketing? Is it working?

I hear many business owners complaining about the inability to successfully drive targeted customers to their website. I listen as they tell me about purchasing e-mail lists and buying advertising spaces on related websites. While these methods may work there are free and effective ways to drive targeted traffic to your site.

The first is the ever popular search engines. There are a number of ways to successfully optimize your website for the search engines and subsequently receive better rankings. Search engine optimization is an enormous topic and there have been many books written on the subject and businesses specializing in this service, but I will give you a few important pointers on optimizing your website. First, be sure to have a great deal of relevant content on your website that is no more than three levels deep (the search engine's crawler does not typically search more than three levels down). This content can include articles, white papers, case studies etc. Second, be sure to have a large number of websites linking to yours. Trade links with other website owners and place their links in a 'Resources' section on your website. One of the important variables, among many, that Google will use in your ranking is the number of relevant websites that are linking to yours. So be sure the majority of incoming links to your website are from businesses that provide similar offerings. Third, be sure to include accompanying text links to all of your pages if your current page links are buried within images. This is important because the crawler cannot see images, but it can find text links.

The next way to drive free targeted traffic to your website is to include a link to your site and small 'hook' in your email signature. I'm surprised at how many business owners still do not do this. This hook will be one sentence that tells your audience what you do. This "small ad" of sorts will be on every email you send out. Example:

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John Smith  
President  
ABC Company

"Providing communications solutions in a technology driven world"

Next, get involved with various online message boards/discussion forums that discuss topics that are relevant to your business and provide a link to your website in your signature. You'll be surprised at its effectiveness. Be sure to participate in relevant discussion forums so that you can learn and contribute the most by participating in knowledgeable topics and at the same time receive targeted clicks. Do not spam any discussion forums, this is not effective and will kill all credibility in your business and your product/service.

The next way to receive free targeted traffic is similar to exchanging links, but even more effective. Seek out partnerships with companies that offer complimentary product offerings and agree to place a prominent link to their site if they will do the same for you. You can set up a `Partners' section on your homepage and display the company's logo, link, and information.

It is important that we not forget about marketing offline as well. If you are just starting and need customer referrals don't be afraid to give away products/services for free or at least in exchange for another company's services. For instance, let's say that you design websites. Offer a lawyer a free website for their company if in return they will give you free legal advice for a limited time. Also, offer a limited number of businesses free products/services. After you have provided a few businesses with your products/services and they are happy ask them to write a testimonial for you and display this testimonial prominently on your website. Also, give them a few of your business cards and ask them to send any of their friends your way as well. You'll be surprised at how many people will hear about your business via word-of-mouth through satisfied customers.

I hope this condensed list of suggestions have helped you in formulating ideas on how to better market your website. Use your imagination and get creative in your marketing efforts. Get out there and tell the world about your website!

Brandon Milford is the President of

, a web solutions company based in Georgia, and the

Marketing Director for Email Marketing Software Center, a website devoted to providing knowledge and product recommendations on permission based email marketing.

## **The Significance and Benefits of Email Marketing**

**By Justin Brown**

## Free Marketing = Effective Marketing

There is no dismissing the fact that e-mail, also known as electronic mail, is an indispensable medium of marketing on the internet.

Internet as whole has a wide marketing area because of the fact that it is available high and wide throughout the world. This makes it accessible to almost every country and eventually to the people in those countries. E-mails are very techno-savvy and also very effective and fast. This is the reason that we can now see e-mails developing as an indispensable media of marketing.

Over the years individuals and businesses have started realizing the advantages of e-mail marketing. E-mail marketing carries a lot of advantages along with it. Some of the benefits include:

### Speed:

This is the main factor as to why e-mail marketing is considered advantageous over other medias of marketing. E-mail marketing along with it brings the advantage of high speed. E-mail marketing has a very high speed of information transfer. It just takes a second for the person to transfer information from his working place to the internet, where anyone can view it worldwide.

### Reach:

Another factor as to why e-mail marketing is considered a good option is because of the fact that it has a better reach to the people worldwide than other medias of marketing. E-mail marketing knows no boundaries and this helps people to continue to conduct their marketing work on a large scale. The higher reach of e-mail marketing attracts more people towards it and thereby assists the whole marketing process.

### Inexpensive:

E-mail marketing is comparatively cheaper than that of some other medias of marketing. Individuals and businesses do not have to incur any special or extra cost to market their product or point of view. Being inexpensive, it suits many and thereby a lot of people resort to e-mail marketing for a large part of their online marketing efforts.

### Effective:

E-mail marketing is very effective and a very popular form of marketing. The reason being, that they are very techno-savvy, very fast and still pretty cost effective. This whole package makes e-mail marketing very cheap and pretty attractive. This is the reason that e-mail marketing is effective and thus more approachable.

### Personalized marketing:

E-mail marketing avails the opportunity to conduct personalized marketing. In this, people can send e-mails only to people whom they think would be interested in the topic of the message.

## Free Marketing = Effective Marketing

Thus we see why and how e-mail marketing has turned out to be an indispensable tool in marketing.

For more information and resources targeted towards using an

as a method of email

marketing, visit

to discover the major benefits of using an

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