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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Importance of Marketing Offline**

**By Kara Kelso**

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<http://www.momsmarketonline.com>

The internet is a wonderful source of information and millions of people that could be your customer. Although we need to keep in mind that there are millions of others just like you fighting for that business. This is why it's important to tap into the offline world – people that you would never meet online. Starting with your local community, let's talk about a few things that you could do to market offline.

~ Events – (craft shows, bazaars, fairs, etc)

The online world dies down during the summer, so this is a perfect time of year to improve your offline marketing. Check with local offices (Chamber of Commerce, City Hall) and also your local mall.

~ Drawings and contests

These can be done at local restaurants or other small businesses. Perfect for smaller towns with only a few businesses. Talk to the owners about setting up a box for a drawing for free products that you offer, donating a free lunch/gift certificate at that particular business, or both.

~ Advertising with your car

You shouldn't expect a whole lot of business from doing this, but the main purpose should be to get your name out. It takes several times of someone seeing the name of your business before they buy, so the more you can get it seen the better!

~ Networking in your community/getting involved

Join the PTA, Chamber of Commerce, charity groups, etc. Attend town meetings and be aware of the people and events in your community.

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~ Catalog shows

Offer hostess benefits for those doing catalog shows for you. Ask current customers if they would like to earn their favorite products for free.

~ New Mom Packs/Welcome Wagon – Again check with the local offices and groups

Now for the challenge – choose one idea that you have never done before, and start making plans. Aim to at least have your plans done within a month. You can check your progress with groups taking the challenge at the WAH Career Fair – <http://www.wahcareerfair.com>

Good luck!

### **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.

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.

## Importance of Marketing Offline

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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  
Don't Forget About Offline Advertising  
Dust Off Your Marketing Plan  
Customers DO Exist Outside of Cyberspace!  
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Speaking in Tongues – explained!!  
Net Spy Tracer  
Gate Crash into the Interior Design Industry.  
The Ultimate Rose Garden– Neighbors envy, owners pride!  
Starting a Successful Retail Business



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