

This Free E-Book is brought to you by Natural-Aging.com.

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

Market Your Website Online AND Offline

By Robert Levine

Market Your Website Online AND Offline by Robert Levine

Like it or not, if you own a website (and you want visitors), you own a business. It may be a large corporation or a small informative site, but it's a business nonetheless. You want people to visit your site, and see what you have to offer. Of course, if you're building a site for friends and family the rest of this article may not apply to you... but even informative sites may seek out advertising revenue.

Here are some tips to market your web site:

1. Promote Your URL: Place your url on:

- business cards
- letterhead
- brochures
- company folders
- notepads
- giveaways (like pens)
- invoices
- catalogs
- email signatures (that little tag at the bottom of all emails should have your contact information and web site address)

Back when the Internet was in it's fledgling stages smart companies began putting their web addresses in their commercials. Many consumers AND advertising executives, who had no clue what the Internet was thought these companies were wasting valuable commercial time and resources on promoting some silly address that noone in their right mind would go out of their way to see.

Boy, were they wrong. Anything that you distribute should most definitely have your URL, as well as an email address for people to contact you.

2. Offer a free service (can just be something small).

Just think, when a supermarket or other brick-and-mortar store offers an item for free, people go well out of their way to pick that item up, even if they have absolutely no use for it! Why? People like free stuff, and on the Internet, it's even easier for someone to pick it up! Easy to get, means more visitors to you.

Now, you don't have to go and give away a car, or some other high value item. I've seen successful ad campaigns that will give away a free e-book, or some other form of digital media. The cost to you, for this, is next to nothing. (Wasn't this article free?) So, free stuff is simply good.

3. Add an option to your web site where visitors can give you their email address to be kept up to date. Create a periodic newsletter that you send to those people with special deals.

Sending out a newsletter costs very little to its publisher. However, the publisher is able to promote and re-promote his/her site every time a new newsletter is sent out. If you provide valuable content, the recipient may then forward this newsletter to a friend, and your promotion goes viral. Articles from a good newsletter can be recirculated for years and years, at no cost to you!

What's best, is that a popular newsletter can actually be an income generator! If your newsletter has a strong base of clientele, you can charge other companies money for a small advertisement within your letter. The cost to you remains the same, and you might end up turning a small profit as well. It's hard to beat that.

4. Request reciprocal links from other related web sites.

Let other websites promote your site, while at the same time promoting theirs. Again, this costs you nothing, while spreading your target audience to the other company's audience.

Now get to work, you have a website to promote!

Customers DO Exist Outside of Cyberspace!

By Angela Wu

Customers DO Exist Outside of Cyberspace! by Angela Wu

This one statement might not mean much -- if anything -- to you until you actually try promoting your business in the 'real world'. I know it didn't mean anything to me; for years I heard 'experts' repeatedly say that the one thing online marketers neglected was the offline market.

It wasn't until I opened up a new website where most of the audience preferred good old postal mail that I had my first taste of offline marketing. My worst campaign barely broke even; my best earned me back my costs by a margin of 7-to-1!

It's easy to become comfortable just marketing online; after all, it's relatively cheap, a big advantage for those just getting started. Still, it's by no means 'perfect'. Some of the problems include:

* Email marketing, one of the most prevalent and popular ways to market online, is getting harder. With the vast amounts of spam (unsolicited email) we receive every day in our email boxes, legitimate email can easily be overlooked. Many people simply press the 'delete' key if the email isn't from someone they immediately recognize.

* Anyone can put up a web page. There's no easy way to differentiate legitimate businesses from the 'scammers', and there seems to be an huge proliferation of scams online.

* It's difficult to get the *right* people to see your website. With billions upon billions of web pages, how do you attract people to your little corner on the web? And once they're there, how do you keep them? Another website is just a 'click' away!

These problems make offline marketing much more attractive! Offline marketing has many advantages that cyberspace can't offer. Consider this:

* You are not limited to a web page or online ad. For

instance, you can use texture and taste (ie. product samples); or enclose stickers in your mailings to help engage the customer in your message.

* It's something tangible that your prospect can hold in his hands... and with things like brochures, postcards, and business cards, although they might initially be tossed aside, the recipient can 'rediscover' them lying on a counter, on the fridge, etc -- or he may hand it to someone else he knows.

* You can reach a whole new segment of the population that would never see your ads online. Some people don't use the Internet at all (or rarely)... while some of those who do, don't necessarily know how to search for specific information.

* People can more easily focus on your message. For example, let's say you're stuck in traffic behind some guy with his URL on his car. There isn't much for you to do or to look at, so you read his decal. Similarly, a brightly colored postcard in someone's mailbox is more likely to stand out (and get read!) than an email that appears alongside dozens of others, most of which are spam.

Granted, offline marketing isn't always cheap when you consider the cost of paper, envelopes, ink, postage, and much more that can go into an offline campaign. But not all offline marketing has to be expensive; for instance, one of the easiest and most affordable methods I've used is a simple decal on my car (I got mine at Web Decals, <http://buildyourhomebiz.com/rd/webdecal.html>). The decal displays my tagline and URL, and everytime I drive, get stuck in traffic, or park at the mall, my business gets exposure. I keep a few brochures in my glove compartment to give out to people who ask about my site.

Online marketing is a wonderfully affordable way to reach an audience. However, a combination of online and offline marketing can help your business thrive! More ideas on how to market your business offline can be found in the article,

'A Beginner's Checklist to Promoting an Online Business':
<http://onlinebusinessbasics.com/articles/checklist3.html>



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!