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Off Line Marketing for On Line results

By Will Dylan

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So you're all "Googled" out, are you? You've been working feverishly placing e−zine ads, paying for placement and position with search engines, buying online classifieds, and trying to optimize search engine rankings for your website. All of that effort and money may be paying off for you, or it may be your greatest source of frustration. Most new businesses on the Internet quickly discover that there is no magic formula to driving website traffic higher.

If you're looking for innovative methods of marketing your on−line business, start thinking like an off−line marketer. The tried and true marketing practices employed by traditional businesses represent significant value to your on−line venture. Before placing your next bid with a Pay−per−click engine, consider some of these marketing initiatives:

Off−line Advertising - Yes, they still have advertising off−line, in things like newspapers and magazines. If you have an intriguing website name that is focused on one particular industry or profession, you have access to highly targeted publications that will do an excellent job of reaching your target market. Imagine that you operate a website that sells an amazing new product aimed at the plumbing market. You can stretch your advertising dollars by placing ads that contain only your URL in recognized plumbing publications. An ad that reads www.besteverplumbinginvention.com would attract plenty of traffic from curious plumbers and industry suppliers. While other companies are using their ad space to explain to plumbers why they should call them, you've provided a compelling reason (curiosity) for plumbers to hit your site. Since you only advertised the URL, you don't require considerable space to explain your idea, hence the cost of your ad will be very reasonable.

Get Published - The mantra these days is to "get published" in various e−zines and e−newsletters by writing articles from your expert point of view and including your byline. The byline, or "resource box" acts as an ad for your company by providing your URL and e−mail address. Getting published is a highly effective, low cost method of promoting your on−line business. The question is: why stop at e−zines? It seems everybody has forgotten the huge number of magazine and newspaper publications available in today's marketplace. Getting published in print is just as effective, if not more effective, than on−line publication.

Let's say that you offer a business to business service through your website. Almost every major city in the U.S. has a local business publication that discusses local business news and covers topics of interest to business owners. How many major cities are there in the U.S.? An informal analysis reveals that there are at least 50 (one for each state), plus many more....there are 5 in California alone! Since you are on−line, geography is not an obstacle, so get your articles and news releases out to these publications no matter where they are published. There's a magazine for just about everything these days, so whatever your area of expertise is, you'll find an editor who might be interested in running your article.

Targeted Event Promotion - No matter who you are targeting, there is some type of annual event for them held somewhere in the U.S. From dental assistants to senior citizens to country music fans, there

is a conference or convention that attracts thousands of them. Promote your on−line business with an advertisement in the convention program, or better yet, distribute some promotional materials at the show, such as pens or note pads with your URL printed on them. If the event is out of town, don't worry. Contact the facility where the event is being held. They will usually help out with this type of promotion for a small fee.

The on−line world is a tremendous place to market your products and services. But don't forget about the rest of the world, or you'll miss out on some tremendous marketing opportunities.

Can You Really Become a Marketing "Genius"?

By Marty Foley

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Effective marketing is vitally important no matter what business you're in. Consider what marketing expert Jay Abraham said about a vital key to marketing success: "Anyone can become a virtual marketing genius equivalent by doing one simple thing: testing."

In other words, learn how to test test various elements of your marketing to find which of them really work − and which don't − and you can learn how to market effectively.

Notice that Jay did not say that by testing anyone would BECOME a marketing genius. He said "marketing genius EQUIVALENT." In other words, if you're willing to do what most marketers don't do − test, and adjust accordingly − the results can be the same.

Yes, by testing, you can generate the same results as a marketing genius, without having to be one.

Despite the dramatic increases in response that can be gained through scientific testing, most marketers and copywriters today still don't take advantage of it. Still others either don't test enough, or don't test properly.

One reason many don't test is that by focusing on "institutional advertising," they don't have to be held accountable for the results (or more likely, the lack of results) of their marketing. Their view of an ad's success is, more often than not, whether it "looks good," "makes people laugh," or "wins advertising awards." Not whether it produces bottom line results.

On the other hand, virtually all true marketing experts preach about the importance of testing your advertising and marketing. Yes, marketing "geniuses" are usually very big on testing! Why?

Because even professional marketers often find it very hard − if not impossible − to predict how prospects will react in a given marketing situation. So even if you have some marketing savvy, testing can show you how to boost response that much further.

You don't have to be able to write a perfect sales letter on the first draft, or the second, or third. You don't have to instinctively know what the most profitable price is for your new product

or service. You don't have to guess which of your potential headlines will pull the most response.

By scientific testing, the true value of all theories, opinions and educated guesses are laid bare. If they truly contribute toward marketing success, testing will prove it. If they don't, testing will prove that, too.

In short, you don't have to be a literal marketing genius to generate better response from your marketing efforts. Nor do you have to listen to the marketing advice of others, which may be inaccurate and unprofitable, although well−meaning.

Your prospects and customers can show you exactly which marketing approaches are truly most profitable in the above areas, and many more, if you only test.

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