

Online Marketing Insider

Keeping You Up-To-Date On The Latest In Internet Marketing Strategies

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Marketing Tips

Are you Marketing Offline?

Traditional offline marketing may be simple but it is also effective - especially when done correctly.

Some really simple yet effective examples of traditional offline marketing include: classified ads, direct mail, postcards, yellow page ads, space ads, flyers and networking just to name a few.

You can also advertise in Value-Pak coupon booklets, place ads in magazines or catalogues.

Are you Creative with Your Marketing?

Package inserts are a great way to get the word out about more of your products plus it doesn't cost you anything extra aside from the cost of printing the flyer.

Mini-seminars are also a great way to bundle your products and services together to a target market after an informative presentation that you can offer for free. You can also utilize voice broadcasts, teleseminars and webinars.

One more creative marketing idea is to use coupons, gift certificates and contests. You can even include an unadvertised "runner up" or "second place" bonuses.

Get creative and stay in touch with your customers often!

Why Your Business Needs a Blog

With the holidays right around the corner, you're probably thinking hard about how to snag as large a piece as possible of the 18 billion projected dollars spent online this holiday season.

Many experts believe that nearly 2.5 million new households will shop online this year in order to save time, money on fuel and in Internet savings, and to make the holiday rush simpler in general.

With all these new buyers online, you can be certain that the opportunities for major growth are there, but your business will not benefit at all if those buyers cannot find you.

The solution is simple. You need a blog.

A business related blog is an excellent draw for the holidays when you can take advantage of your online space to promote specials and give away incentives such as coupons and discount codes. You can also show just how people have used your product or service and the great results they've gotten.

Even if you do not currently maintain a blog, starting one now, just a month shy of the holiday rush, could make a dramatic difference in how you measure up against your competitors.

In addition to benefitting you during the holiday season, a blog can actually help you maintain the highs of a seasonal rush all year round. If customers know that they can visit your blog for helpful advice and possibly save themselves some money, then they will make your website and blog regular stops on their daily internet routes.

This gives you a huge business boost because not only are those customers building your online reputation for you over the course of the year, but the more exposure they have to you, the more likely they are to spend throughout the year with you.

Call us today for a revealing Internet Marketing Strategy Session. We'll spend up to 45 minutes brainstorming ideas for innovative ways to integrate online & offline marketing, drive traffic to your websites, use email more effectively, and follow-up with customers.

Phase 3 Marketing Group (416) 858-5374

Establishing a Solid Online Reputation

As a small business owner, you know that your reputation is everything. And when it comes to the Internet, this fact is – if possible – even truer.

Take a moment and type in your own business or personal name in a search engine. What type of information comes up?

Is it information about how to contact you? Does it include positive testimonials from satisfied customers? Is there anything negative? Is there anything at all?

When it comes to making basic decisions on most purchases, the majority of buyers start their research on the Internet – even if they do not ultimately make the purchase itself online.

As a result, it is vitally important not only that you have an online presence, but that you have control of that presence. After all, your online presence determines your reputation and the reputation of your business.

You can establish a positive online reputation in several ways.

Of course, you need a professional business website or blog to stay in contact with existing customers and showcase your products or services to new prospects.

This will help buyers feel more secure about



you and your business. In addition, you'll have control over your own reviews. Your website should

include positive testimonials from happy customers. This is the first step in getting your customers to post positive reviews

elsewhere online. This way, you'll get more feedback and your online reputation, as a good, solid businessperson will grow.

Getting Offline Prospects To Check Out Your Online Business

If you're a smart, savvy business owner, you already have a great website, a stellar blog and are building an email list that promises to help your business weather any type of storm.

However, you may be noticing that a big part of your target market is not online. You know if they saw your website they would want work with you. So how can you promote an online website to offline prospects?

Here are a few suggestions:

- Put your website on your business cards
- Make sure that all advertising includes your web address
- Offer a discount that can only be obtained by going online
- Offer incentives to check out your website regularly
- Refer people to your website when they ask for references or testimonials

Get creative. You can send people to your website - and they will go - as long as you are offering them something that makes it worth their while. Figure out what that is and you'll have more traffic than you could possibly imagine.

Have you scheduled your valuable Internet Marketing Strategy Session yet?

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