



TOP 10 TIPS:

Marketing Online

- 1 Always drive customers to your Web site.** Your Web site is where business goes to find out more about you.
- 2 Your contact info must be easy for customers to find on your Web site.** Always include an address, phone number and hours of operation.
- 3 Keep Web site content fresh.** Give updates on current happenings and keep the mood light. This is also a great way to help your website get noticed more by search engines.
- 4 Monitor reviews and customer feedback.** Give equal attention to what they like and don't like.
- 5 Share virtual demos of your products and services.** This can be easily done through videos that you include on your Web site or by conducting Webinars.
- 6 Reach customers where they are.** Place banner ads on Web sites where you expect your customers and prospects to visit.
- 7 Make e-mail content brief.** Your customers want genuine and simple offers, not another junk mail solicitation.
- 8 Help your business become more visible through search engine optimization.** Decide on industry appropriate key words for your business that describe what you offer.
- 9 Share new information and get feedback.** Blogs and social networking are a must for growing your business network and marketing your services.
- 10 Keep track of what works.** Make a basic spreadsheet that marks your sales and leads during marketing offers or special programs.

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