

## Advertising: Self Promotion

Self-promotion is similar to spreading the word by any other means but with an artistic approach. If the artistic part were taken out of the equation advertising would look more like bargaining rather than self-promotion. There are many steps involved in this process. The first step is to collect and create useful content relating to the topic, which is a not an easy job.

In today's fast paced world owning a website for your business is a must which is not a big deal anymore with so many people available who excel in web designing and also offer a competitive rate. There are many types of technologies involved in the creation of a website, a one page flash website wouldn't take you places. Intense graphics should be incorporated to catch the eye of the customer. After the creation of website, the website content should be emphasized upon. Writers who expertise in search engine optimization should be raked in so that the page ranks amongst the top pages on Google, Yahoo and Msn. Search engines have become popular universally and your website doing good on them plays a more vital role than getting other kind of references. Hence, efforts should be made on making remarkable progress to bring your website in the hit list. Also, material on the website should be updated frequently to meet the changing needs of the people. Get someone to design a logo for the company and website which is catchy and delivers the right message to the customers.

Other than website content, articles should also be published in newspapers, magazines and online publications especially business oriented emphasizing on ten strong points which describes the best about the business or the product. Online publication will facilitate in providing successful searches to the targeted audience.

The next target method of advertising should be television. Putting a commercial during the prime time will spread the message to a larger crowd. The content of the advertising should be akin to the value of the product. Famous personalities can be roped in to endorse the product, which will not only attract common people but also their fans in buying the product.

From time to time it is essential to review the past work and improving on the mistakes previously committed. Once the previous mistakes are tackled, it wouldn't hurt to analyze previous milestones, awards, and acquisitions. This increases the chances of running into something that really deserves to be highlighted to the public. The more accomplishments you display to the public the more fan-following your product will get.

Reviewing competitor's work on a regular basis would prove fruitful. This would

also help identify loopholes in your product that have been overlooked before and would provide the key reasons to improve on.

Although this is an old approach, snail mails are also one of the best advertising methods. As it's a more energy consuming approach, it's important that you have the addresses of the customers who are really in need of the product. Regular mails containing details about the new development will keep people informed about your company's products. A more modern approach to this method is collecting e-mail ids of the targeted customers and posting them ads and latest deals. This is a cheaper and less time consuming approach compared to snail mails as you can mass email as many people as you want at any time.

Before releasing any product in the market, product testing should be done by giving out samples among the targeted customers. The feedbacks makes it more clear whether the product is ready to be released in the market or whether changes should be made to make it more appealing to the public. It is recommended to approach sincere friends, acquaintances, partners and clients at first to test your product and then go to the public, as expert advice is more useful.

To make more brownie points, address the customers and clients and appreciate them for their contribution in making the product popular. Send a token of thanks on special occasions like festivals or on accomplishing an important task. Customers can also be thanked by offering special discounts and free gifts. After gaining popularity focus should be on retaining the reputation rather than taking things for granted.

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