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Advertising in Yellow Pages

Some people believe that yellow pages do not receive response like other advertising methods do and this is true to some extent but not in totality. When talking about traditional yellow pages, there sure is a decline in number of people opting for advertising in it. According to a recent report, even the most attractive advertisement in a particular section is not getting the response from callers like they used to get before. On the contrary, the prices of placing ads in directories are on a rise, which speaks a different, story altogether.

In reality different categories are witnessing different rates of decline. Like the lawyers category is seeing the maximum decline, where as emergency service provider's section has the same call rate. And sections like mobile phones, real estate and furniture are seeing a rise due to the increasing customer demand. Altering the size of the advertisement or changing the look cannot do wonders any more.

Experts suggest that relying on yellow pages to get customers isn't enough. Other options should be considered as well along with it. With the Internet reaching every home, nearly half of the Internet users use the net everyday. They prefer to buy stuff online, from the comfort of their homes. Research should be done on the Internet to get reviews about the product. People, who don't usually shop online, also are also opting to shop online as information is provided at the click of a mouse. It is easier for people to trust as customers who used the product give their feedback about the product after using it.

A relatively newer concept is the yellow pages going online. The good thing about them is that they are updated frequently unlike the printed directories and can be viewed from any part of the world. According to researches conducted, the response increased by twenty five percent every year. So those who are interested to invest in yellow pages advertising can think of going online. Directories are submitted to search engines, which on typing a keyword or phrase bring the results. Small and local businesses, too, can land on the pages brought by the result. The cost of creating a website can be saved if all the relevant information about the company is included in the online yellow pages. Look out for the date to renew the directory listing, and if there is a need to change the advertisement, it is not a big problem on online yellow pages. Some starter websites offer to place advertisement in their yellow pages for free. Search out for such websites on the Internet.

Larger businesses can start their own websites and place links in the online yellow pages. Articles can be framed about the business and can be submitted to

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Ezines and websites related to the area of business. Some websites also allow posting articles for free. The purpose of the yellow pages is basically to get potential customers but that doesn't mean that existing customers should be neglected. Steps should be taken to strengthen the relationship with them and to retain their trust by maintaining the standard of the products supplied to them. Once they are completely satisfied, the price-rise won't bother them and they will talk about the company to people they know, which will fetch new customers.

The objective is to work smartly and select the right method of advertising. If a business isn't using any other method for advertising apart from using yellow pages, it can cause problems and the products may not sell. Analyze how much money is spent on placing ads in directories and estimate whether the amount of customers the business gets is desirable. Whenever a call is received from a potential customer, ask them how they got to know about the enterprise. This will help to analyze which advertising method is ideal for the business. It is never late to correct the mistake and go for the right method.

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