

## **How To Market Your Business On The Internet Five Simple but Powerful Steps to Rocket Your Results...**

There are more than 330 million English speaking people alone (30% of the estimated world English language population) using the Internet around the world. This means the marketing potential for your business is unprecedented and it therefore makes sense that marketing your business on the internet should be a high priority.

### ***How To Market Effectively Via The Internet***

The big question then is - how can I do this effectively. This article answers this question by describing the basic foundations you need and then discussing a number of effective internet marketing strategies that are easy to implement straight away.

As a business owner you already understand the importance of listing your business in the 'Yellow Pages' or with professional associations, etc. You do this because you know that your customers must be able to find you.

Today, a presence on the web is one of your most crucial business listings. Most of your customers and prospects know that search engines are now more effective than the 'Yellow Pages' and consumers are spending more and more time researching products and services on the internet before they buy. One search can now bring up your business' website that provides details of your hours of operation, prices, specials, news, events, other information and if you wish immediate shopping. In short customers now expect that you already have a website.

#### ***Step 1: Have a Website!***

So the first step for marketing your business on the internet is to have a website. If someone is looking for a product or service that you offer and they find it through your competitor's website and not yours, then you have lost an opportunity for a sale.

#### ***Step 2: Have a Website that Sells!***

A big tip here is to ensure your website is well designed from a sales and marketing perspective. An example of a poorly designed website from a sales and marketing point of view, is one with features such as blinking red text and lots of animated cartoon images, etc. Long 'Flashy' introductions to websites are often expensive and can also impact negatively on your sales. So don't waste your money on these type of 'gimmicks'. If your webmaster insists you use them then this might be a sign that they are far more technically inclined rather than being sales orientated.

So having a website on the internet is an important starting point. However it would not be correct in thinking that just having a website presence means customers will automatically come rushing to your website. Unfortunately it just doesn't work that way on the internet. So what you now need is a set of effective marketing strategies that are simple and proven to work on the internet. Below are some practical

strategies that you can easily implement Now to promote your website and direct traffic (customers) to it.

### ***Step 3: Capture Your Visitors Details!***

The most important strategy both on-line and off-line is to have a way to capture your customer's contact details. As a minimum capture their name and email address. This is so you can communicate, build better relationships and market to your existing customers. This is a far more cost effective way to increase your profits than relying entirely on always finding new customers.

Capturing contact details on your website will be also much more effective if you offer a free gift that is of high perceived value to your customer or prospect in exchange for their personal details. A free gift of high perceived value might be a unique eBook, special report or mini-course that will help solve a problem, concern or issue that your customer/prospect is currently facing. If you are not sure what these things are, then research in this area will be needed first before developing your gift.

### ***Step 4: Use Your Signature!***

Another simple yet effective internet marketing strategy is to make full use of your email signature as this can be used as instant marketing for your business. Your business name, email address and business message can be highlighted on every email message you send. Most email programs such as MS Outlook, Netscape and Eudora allow a "signature" to appear automatically at the end of each message you send. No need to make your signature long, as an example here is one of mine:-

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into a money making machine".

### ***Step 5: Make Your Presence Known - Everywhere!***

There are many other ways you can market your business on the internet; here is a list of some simple yet effective internet marketing strategies that you can easily implement straight away and increase traffic to your website:-

- At trade shows, expo's or at your business location, have new customers and prospects sign-up to receive your free gift. Get their email address and send them an email directing them to your website to download the item. Running contests or giveaways is also a proven way to generate traffic to your Website. Many very successful businesses have been launched using this strategy;

- Include your website address on invoices, letterhead, brochures, envelopes, packages, business cards, flyers, in fact on all your promotions;
- Use the back of your business card to promote your free gift via a sign-up on your website;
- Add your website address to your phone book directory listing;
- Include your website address on your recorded phone messages;
- Send an email to all customers on your customer list announcing your new or updated website;
- Include your website address in any display or classified advertisements you purchase in newspapers, journals and magazines. You could also use a two-step approach, that is (1) capture attention with the ad, then (2) refer them to your website address where they can obtain more information and perhaps place an order; and
- Advertise in your local Chamber of Commerce newsletter or in local business guides.

So, given that marketing your business on the internet should be a high priority for your business, I suggest you start by using the above strategies because they are proven strategies that work and ones you can easily implement straight away.

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*Kevin Richardson is a webmaster specialising in small businesses. If you would like a website built or learn how to build one yourself then contact Kev via email: [webmaster@Biztoolz.com.au](mailto:webmaster@Biztoolz.com.au) or Ph: 07 3102 4534*

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