

“Open for Business”

If you opened a new coffee shop in town how would you get customers in the door? You would probably hang a “Grand Opening” sign, maybe put out some balloons, hand out free samples, and distribute flyers to let people know you are open for business. It’s these same principles for advertising you should use with your website. Don’t just rely on a Search Engines to get visitors to your site.

Here is a quick list of marketing ideas to drive visitors to your website:

1. Put your website URL on anything and everything in print. This includes business cards, letter head, invoices, signs, print advertising, t-shirts, some have been known to use foreheads. Just put it anywhere you would print your business name.
2. Create a “signature” on your email and include your website URL.
3. Use email (not SPAM), but a well targeted email to your current customers and prospects. Let them know they can get to your company at anytime through your website.
4. Create a print advertisement for your website. This can be a simple flyer distributed to a small geographically area, a postcard campaign to potential customers, or an ad in a publication popular with your target visitors. Make sure the print ad visually connects with something on your website to create recognition. It can be a special icon with your ad slogan or simply your company logo.
5. Send a letter. Don’t forget to communicate your website URL to your existing customers. Send them a letter letting them know of exciting changes on your website, then put something on your website for them to see.
6. Develop a free service on your site. This gives people a reason to keep returning. And repeat visits can pay off over time, keeping your name in the mind of your customers.
7. Become an author. Submit an article to a publication in your industry. List your website URL with your byline on any article you write. The added bonus, writing an article can help establish you as an expert in your field.

8. Publish a monthly newsletter that refers readers to your website for more information. This is a great way to build trust and the customer relationship for future business.
9. Promote your site in online forums, such as bulleting boards, web forums or blogs.
10. Network. Use your personal contacts in business and professional organizations to list your URL in their directories and on their sites.

Most important, use all opportunities to advertise your website!

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