

Successful Small Business Marketing In Tough Economic Times

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In tough economic times, small businesses may be tempted to cut back on their marketing efforts as a way to save precious funds. But this approach is actually counterproductive: for very little money, your business can get wider exposure on the internet and help your bottom line as a result!

It takes a lot of faith for a small business owner to invest in marketing, and it's hard to decide where those earmarked dollars should go to get the most bang for the buck.

You could advertise in the yellow pages and hope your ad is catchy enough and big enough to capture a potential customer's attention. You may choose to send out mass mailers and hope to get a response from the very few people who even bother to open "junk mail." Mass mailing doesn't necessarily target the people who may be looking for your specific business: it's like throwing feathers into the wind and hoping a few of them will land in a bowl on the ground.

There is a better marketing method that will help get your name and website information out there to the customers who are actually looking for what you have to offer.

It should come as no surprise that more people than ever are looking to the internet to choose merchants and service providers. The internet is so convenient to use and is faster than searching through the yellow pages.

People looking for a local dentist will use a search engine to help locate dentists in their particular geographical area. If you are a dentist in Mobile, you want to maximize your chances that people looking for a dental professional will be directed to your website! This is where an internet marketing company can really help your business.

Internet marketers use what's called Search Engine Optimization (SEO) techniques to improve the volume and quantity of traffic coming to a website by way of search engines. To go back to the dentist analogy, if someone uses an engine to search for "Alabama dentist," or "Mobile dentist," you want your practice to be on the first page when the search results pop up.

Internet marketing professionals use different strategies to help your business show up on page one. They know what "key words" the public is likely to use when they do an internet search, and marketers also know how to avoid indexing barriers that are usually in place in most engines.

Increasing the likelihood that people will be directed to your website can mean increased business and profits. SEO is a modern marketing method that brings great results for the small amount of money invested to make it happen. It takes faith for small businesses to make the leap and invest in marketing, but it's well worth the effort.

If you are looking for the very best help with local marketing, or want to learn more about small business internet marketing, contact the expert professionals with "fizz:" Orange Soda, Inc. Art Gib is a freelance writer.

Internet Marketing

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