

Aparna Jain's Marketing Tips

Here are some of Aparna Jain's Top Marketing Tips for fellow Women in Business:

- Be clear about what your business is and what it does.
- Be able to explain your business in simple and easy to understand English.
- Know and identify your customer. Research the market you are entering before launching.
- Have a clear and practical marketing plan.
- Customize your product/service so you are special and unique.
- Keep an open eye on your finances. Keep your cost to minimum to begin with.
- Use all the free help available and find a mentor.

Aparna Jain is a post-graduate in MBA marketing and started her website design company in 2004 with her partner who lives and breathes IT technology. Aparna has a passion for creative work on the Internet and her company can offer a perfect mix of front office (marketing) and back office (technical) expertise to help and advise companies on the best route to internet marketing.

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