



Tips to effectively use Internet to market your business at this time of economic slowdown

Nowadays when there is so much talk about economic slowdown, more and more businesses are starting to feel the pinch. May be it is more of media hype but people seem to be bit cautious in spending and waiting to see how things turn up in next few months. At such times it is more important than ever to control our costs but at the same time market effectively to get new business.

Internet is a powerful channel to market your business. If used effectively a lot can be achieved without spending a great amount of money.

Here are some of the things you can try to get more out of Internet:

➤ **Email Marketing**

One would say unsolicited emails are often binned even without a read but it is no different for loads of print material we get through the door. Marketing Gurus say you got to keep repeating the same message and throw your name again and again before people notice and remember what you have to offer.

One good tip to make email read than binned would be to provide some information relevant to target audiences rather than purely a marketing message. And please don't spam with very frequent emails.

To run an email marketing campaign you do not have to be technical or need any special tools unless doing on mass scale. Even for mass emailing, there are loads of options available online e.g. www.constantcontact.com. You can do it all by yourself and does not cost a lot.

➤ **Google Adwords**

Most of us won't deny the importance of being on first page of google as world is turning to google for almost anything and everything. Google Adwords could be a quick and effective way of tapping the customers looking for your products and services online.

The beauty of Adwords is you are in full control of how much you spend and the results are measurable. You can start with a small budget and depending on results stop or increase the spend.

It is not that complicated to setup and manage Google Adwords campaigns as loads of people do it all by themselves. But of-course with some professional help you can achieve even better results.

➤ **Blogging**

Blogging has become very popular in last few years. More and more businesses are finding Blogs as an excellent way to showcase company's expertise, generate additional traffic to their website and connect with potential customers.



There are loads of good blogging websites e.g. www.wordpress.com, www.blogger.com. They provide easy to use online tools to publish and maintain your own blogs. Simply write the information you want to share and links to your website or other online resources and publish it with click of few buttons. No special technical knowledge required. The best part is, most of these blogging services are for free unless you are looking for any premium features.

➤ **Keep your website updated**

A website represents your business online. Make sure it is upto date and gives the right message to customers approaching you online. The information about company, products and services, contact information is easy to find and accurate. Normally it is not that expensive or difficult to keep website updated but often we don't get around to do it.

In case you don't have a website, it will be a good idea to consider one. It is not necessary to only go for a really sleek and expensive one. If tight on budget a basic affordable priced website is a better option rather than not having one.

Hope this information gives you some food for thought and help in getting more out of the Internet and in a cost effective way.

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