

Internet and E-marketing Tips

The rewards that await you if you're willing to put a little time and effort into understanding Internet and E-marketing are enormous.

This is a vast area – but we want to give you 10 strategies that you can begin using immediately. Our one aim is to give you what you need to grow your business and increase your profits. These are very good starting points:

1. **Get clear on what the purpose of your website is**

Otherwise it can just end up a confusing mess. Is the purpose of your website to sell something, give information, nurture relationships??? It's up to you – but get clear from the start. For example, the purpose of this website is to give leading edge information to our clients that can help them significantly grow their business and increase their profits. Simple as that. So get clear on what you want your website to be and focus on it.

2. **Remember that your website should not be about you**

OK it sounds weird but the truth is your prospective clients and customers aren't that interested in you. They're interested in what you can do for them. There's a fundamental difference. Sure, you can have an 'About us' section and your website certainly needs to convey your pre-eminence in your field. But beyond that it should all be about your prospective clients. Step into their shoes. Meet their needs. Address their fears and concerns. Above all, give them solutions and solve some of their problems. Then you'll have a website that people will want to visit.

3. **Give People Free Stuff.**

Don't hold back. If the purpose of your business is to add real value to peoples' lives – start now. Give visitors to your site information they can use that will make a real difference to them.

4. **Email Addresses**

You've heard this a thousand times before, but would you believe that most businesses still do not collect the email addresses of everyone who contacts them. You may as well take a huge bucket of cash, go to the top of your building and throw it out of the window. Every time a business fails to capture someone's email address they're turning down the opportunity to contact them for FREE, for weeks, months and years ahead. This is insanity. It's also insane not to offer visitors to your website an easy way of submitting their email address, so they can see if you're as good as you say you are. Your web designers should be able to set up a simple way of doing this.

5. **Once you have Email Addresses – use them!**

Of the businesses that are good at collecting email addresses, hardly any of them follow up by communicating regularly with their customers and clients in an effective way. You don't just have to use email to sell stuff. You can use email to thank people for their business, make them a special offer, give them a free article or report, send a newsletter, recommend a product or service they may be interested in, ask for referrals, share some news that may be interested in, ask why they've not done business with you...the list is only limited by your imagination. The

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point is this. You could grow your business by 10, 20 or 30% *just* by adopting an effective e-marketing strategy.

6. Automate your Emails with Autoresponders

One of the reasons that Email Marketing is so powerful is because if you set it up properly, your entire email operation can be automated. Using autoresponders you can decide who gets which emails and when they get them. You can even create a system where people who purchase a particular product or service receive a series of emails leading them to further purchases. And the entire process is automated – which means that you can lie on the beach while the profits roll in.

7. Test Pay Per Click Advertising

How would you like your business to be at the very top of all the search engines without spending months on search engine optimization that probably won't work anyway. You can do this simply and rapidly with pay per click advertising. This enables you to get to the top of the search engines but you only pay when someone clicks to go to your website. So unlike most internet advertising, you only pay when someone visits your site. How much you pay will depend on how much competition there is amongst other advertisers in your category.

As with all marketing, the golden rule is to TEST and measure the results.

8. Use Audio on your website

The internet now offers the opportunity for you (or a professional voice over) to speak directly to your customers and clients. Adding audio to your website can be very powerful and is not expensive. Either produce something yourself or contact us and we'll produce something for you. Either way, if you want to stand out from the crowd, aim to get audio on your site within the next month.

9. Consider Testing Internet Advertising

The collapse of internet advertising after the dot com boom, gave advertising on the web a bad name. But for many businesses, it's become a key part of their marketing mix. Consider testing internet advertising on a small scale – if it's successful and you are able to roll it out, it can be a superb way to reach large numbers of potential customers and clients very rapidly.