

# The Online Marketing Connection

Keeping You Up-To-Date On The Latest Online Strategies to Grow Your Business

SourceOne Technologies – (720) 306-5001 – [www.sourceonetech.com](http://www.sourceonetech.com)

## Business Blogging Tips

Adding a blog to your business website can have many benefits. Here are some tips to keep your blog working for you.

### *Add Personality*

Adding personality to your blog posts is a great way to stay connected to your customers.

A blog on an Italian restaurant website could have posts that refer back to the "old country" – describing all the fresh ingredients and authentic recipes.

A tax accountant, on the other hand, would be better suited for a more serious presentation in their blog posts.

However, both can add tidbits here and there that humanize the posts and give readers some insight into the people who are running these businesses.

### *Go Easy On Advertising*

If you want to create a consistent readership, make sure that your posts are not just advertisements for your business.

Use the space to educate and/or entertain your customers – and make them look forward to coming back for more.

Blogging can be both fun and profitable when done correctly. We can help you design an ongoing series of blog posts that will promote your business and educate your customers all at the same time. Let's get started today!

## Enhancing Your Relationship With Existing Customers

When it comes to generating consistent business growth, your existing customer base is by far your best deal. Studies indicate that in general, it will cost you nearly five times as much in money and time to attract a new customer as it will to get an existing customer to repeat doing business with you.

So how are you going to get your existing customers to come back and buy again?

The answer is surprising simple, and it's far less time-consuming and more cost-effective than ongoing coupon campaigns. It's also a great way to automate a large portion of your advertising and promotions so you have more time to concentrate on providing great service.

### *The answer is an email list.*

Many think that email lists are just for Internet marketers or businesses that provide online services. However, nothing could be farther from the truth. You can apply email marketing to any business and, in the process, dramatically improve your sales numbers and your relationship with your customers. In fact, even your referrals will likely increase because you will be more frequently on your customer's minds.

What should you email about? Well, email marketing is a uniquely personal form of communication and your list will quickly come to feel that they're receiving personal emails from you - IF you structure your message in the proper way. In addition, you can use your emails not just to encourage more purchasing power, but also to give helpful hints, good advice and friendly reminders. The more solid, reliable information you provide (and remember, it's email, so you're giving it away for free) the more like a friend you will feel to your readers. This is important, because when you need help, you turn to your friends first.

Let us get you started with Email Marketing Today! 720-306-5001

Call us today for a FREE Consultation and find out how your website can start working for you almost immediately!

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## How to Make Hallmark Work for You

We are all pretty familiar with Hallmark, the greeting card giant. In fact, you've probably heard someone bemoaning the existence of "Hallmark Holidays," which are holidays that exist largely because greeting card companies like Hallmark publicized them until people started celebrating – with greeting cards of course!

Imagine if you could harness the power of Hallmark to work for your business. Just imagine all the free publicity you would get if you could link yourself to Mother's Day, Valentine's Day or even Earth Day, which is also heavily promoted by the federal government. It would be incredible, and all the attention could be great for sales.

Turns out, you can. Think back to the last holiday you celebrated. Didn't you hear a few "holiday sales" ads on the radio, or see some really great discounts in the newspaper?

These stores and companies were doing everything possible to bring in customers based on the fact that they were open on a holiday. And for thousands of stores around the country, it works.

This doesn't mean that you have to go in to work on Christmas. In fact, you don't necessarily even have to go in on the holiday. However, you can make yourself, your offer and your business more memorable by *linking* them to the holiday.

For example, if you run an auto repair shop you might have a Labor Day special that runs the week of Labor Day designed to help people remember to have their oil changed, or an Earth Day special during which you check emissions.

While you do not necessarily have to limit your services to observation of this special day, having an occasion or an excuse to "celebrate" can help people remember you and your services even if they do not use them the week of your special.



By harnessing the power of Hallmark for your own promotions, you can keep yourself in the minds of your consumers even when they are not confronted directly with your advertising copy.

We can create a holiday based promotional and/or email campaign for your business to take advantage of the free publicity holidays generate. Contact us today. We'll be happy to show you how this can work to increase your sales and revenue.

## Is Your Business Listed On Google Maps?

In 2007 over 80% of people in the United States used the Internet for help with major buying decisions. This indicates to researchers that even larger numbers refer to the web when looking for more of their everyday business and personal needs.

A quick way to get your business in front of these web searchers is with a listing on Google Maps. You can even add additional information about your business with your listing. The more information you provide, the more likely it is that the shopper will turn into a buyer.

Let us create a Google Maps listing for your business today! Call us to get started now.

Have you scheduled your FREE consultation yet?

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