



Internet Market: Getting the Most Bang for Your Buck

By Darrell Morris

There is no question that the Internet has become a significant marketing tool. It is now largely acknowledged as a legitimate and viable avenue for reaching potential customers, and an important part of the overall marketing mix for any business. Additionally, for many start ups and small businesses, it has taken on a dominate role in generating much-needed and affordable publicity. Here are a few ways in which you can generate buzz on the Internet for yourself and your business.

Create a Dynamic Website

Tools abound on the Internet that make it so easy for anyone to create a website. Unfortunately, unless you really know what you are doing, you could be left with a website that looks unprofessional and unappealing to those who visit it. You want your website to stand out, to offer relevant content and to be noticed. A good website can accomplish many things beyond simply communicating your services/products to an audience of potential customers.

Seek Out the Bloggers

Blogging has exploded in the last few years. Anyone who has something to say now has a venue to voice their opinion, offer advice, make recommendations, etc. Each industry or area of expertise has developed their own set of respected bloggers that others tend to turn to and read on a regular basis. There is no better form of publicity than to have a key blogger in your industry write about you or your services/products. Imagine how many people you can potentially reach? Take the time to identify and build relationships with the key bloggers in your industry. It's definitely time well spent.

Contribute to Online Publications

Many people turn to the Internet as their primary source of news and information. By contributing articles to trade and/or other online publications, you raise the awareness of your expertise and your business. When you provide consistent, good-quality content driven articles, you can quickly become known as a "go-to" person for relevant and valuable information.

Maximize Your Press Release

There are several websites that allow you to post your press releases at no charge. A few require a small fee, but for many, it's money well spent IF it gets their information into the

right hands. Getting that information into the right hands requires more than just paying a small fee. Press release services that offer keyword optimization so that search engines can find your press release are by far the most beneficial service out there. Search engine optimization allows not only your customers, but many journalists to search for specific keywords related to what they need. It increases the probability that your press release will be noticed and read by the right people.

No matter how large or small your marketing budget may be, never overlook or underestimate the power of the Internet to get your message across and to reach potential customers. It can easily take your startup or small business out of the realm of “small potatoes” into that of the “big leagues”.

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