

6 Ways to Increase Marketing for Little or No Cost



As an executive, manager, or leader, a down economy is a scary place. It's a time to be prudent and cut costs. Marketing often looks like an attractive budget to cut when times look bad. However, if you stop reaching new customers, your business could easily snowball into even further economic trouble.

Many business experts recommend increasing marketing during a down economy to keep your company strong. When you're busy cutting costs, that's a hard thing to do. What you need is a way to increase marketing exposure without hurting your bottom line. Fortunately, there are some effective, low cost options available to you.

Here are **6** ways to ramp up your marketing for little or no cost.

1 Start a company blog

Investment: Monthly hosting and professional cms fees are as low as \$29/mo.

HOW IT WORKS: Building an active blog into your company website has many marketing benefits, from helping you establish credibility to search engine recognition and ranking of your corporate site. Through a blog, you can talk to your customers and prospects every day about company events, product/service releases, industry insights, and company specials. You can also gain valuable feedback from your customers through comments they leave on your articles.

Though free blogging tools are available, integrating a blog into your primary website is accomplished more easily with the use of a professional cms that includes blogging. At Element Fusion, we are firm believers in blogging and our own cms systems reflect that commitment. We use our own company blog aggressively and have experienced growing readership as well as many other marketing and public relations benefits.

2 Send email campaigns

Investment: Software costs around \$20/mo or you can pay as you go.

HOW IT WORKS: Email marketing is highly effective and low cost. To avoid spamming, you'll want to use email

marketing only with your existing customers or those who sign-up to receive your emails. Still, marketing to this group can go a long way toward building customer loyalty and introducing new products and services.

If you're still sending out printed newsletters, you could cut your marketing spending drastically by moving to email delivery. Several products are available to help you with email marketing. If you send once a month or only want to pay as needed, check out **Breeze (FeelBreeze.com)**. If you have a large list or want to communicate on a weekly basis, tools like **iContact.com** and **ConstantContact.com** offer a monthly fee arrangement.

3 Provide demonstrations online

Investment: Live demo software starts around \$20/mo.

HOW IT WORKS: You can cut down on travel costs and let your customers experience your product and service as fast as possible by using online demonstrations. At Element Fusion, we accomplish this in two ways. First, our sales team is equipped with live demo software like **AdobeConnect.com** or **GotoMyPC.com**. They can instantly follow up with customers and walk them through our software, give them a guided Powerpoint presentation, or view secure documents/images, all without leaving their offices.

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Secondly, we place video demos directly on our website that show off our software 24/7. A one-time purchase of software such as **Camtasia Studio** (camtasia.com) gives you everything you need to create an unlimited number of videos. This on demand content allows prospects to fully experience and check out our products before they buy. Our support team also uses videos to provide step by step instruction on critical support topics.

4 Move to online marketing

INVESTMENT: Successful Internet marketing starts at \$59/mo.

HOW IT WORKS: Is it worth five cents to have a prospect look at your website and see what you have to offer? If so, it's time to think about Internet marketing. Dollar for dollar, nothing matches the return on investment that Internet Marketing can offer. Search Engine Optimization and Advertising bring visitors that are searching for what you offer to your website. Statistics track where they came from, what they searched for, what pages they looked at, and how long they stayed. Plus, goal tracking allows you to pinpoint the results generated by every dollar you spend. With guaranteed traffic plans, search engine optimization, adwords, banner ads, directory listings, and more, Internet marketing can drive prospects to your business for a fraction of the cost of traditional ads.

5 Offer a free resource

INVESTMENT: Only your time if digital; printing costs if you go paper.

HOW IT WORKS: Your business or organization has value. Share it! The document you're reading is one example of this approach. Element Fusion has benefited greatly

from implementing cost effective online marketing strategies and now we're sharing those ideas with you. Of course, most items on this list tie directly to what we offer, and we hope you'll allow us to partner with you to accomplish these ideas. However, we've also given you recommendations of software or services from other companies and hopefully you've found this to be of more value than a simple sales brochure.



We've had great success sharing free resources like these. Perhaps you can find ways to share what works for you. It not only provides a valuable resource to your customers and prospects, it also helps to build trust as you demonstrate your willingness to invest in your clients beyond the sale.

6 Keep your site updated

Investment: A professional content management system (cms) costs close to the same as the monthly hosting fee you're already paying.

HOW IT WORKS: Now it's time to get back to the basics. Your website is arguably the most important piece of marketing your company has. What's on your site? Is it current and can your visitors find what they need? Is there a clear action you want your visitors to take to purchase something or get in contact with you?

Creating a successful website is much easier when you use a professional cms system. A cms allows you to add and edit your own content instead of relying on a web developer to do it for you. A cms makes it much more likely your website will stay current, engaging and effective. Check out **WaterCMS** (embracewater.com) for businesses or **SkyCMS** (discoversky.com) if you're a church for more information.

About Us

Element Fusion is a national leader in world-class website design, elegant web software, and results-driven Internet Marketing. Since 1999, we've successfully worked with thousands of businesses and organizations as their Internet partner. If you're interested in learning more, contact one of our consultants for a free consultation about what we can do for you.

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