



Webbyogi's

mini guide to internet marketing

There are several ways that your business could use the web to market your business. Internet marketing is the part of marketing that deals with the planning, pricing, promotion, and distribution of your products and services online.

Tip No 1 - a marketing based website

Everything you do to promote your business online is actually Internet marketing including website design and content, search engine optimization, directory submissions, online advertising, and emails. Over 75% of UK businesses have a website. But many of them aren't getting business. So...here are a few tips on how to make a marketing website successful:

- Integrate it into your **business plan and marketing strategy** - for example, do your employees and customers know the web address? If they don't – no one else will! This rule applies to the manager and especially the receptionist. Put your website address on all your stationery, mention it to customers - and use it!
- Visualise your target visitors – Who are they? Business or consumer, male or female, young or old? Web site visitors are usually looking for information or trying to solve a problem - think about how your site meets **their needs** rather than how pretty it looks.
- For a professional looking site, get a good website designer. A good web designer will know how to make the best use of the technology. A cheap and nasty site is not a good image for potential customers to see.

- Just because your site exists, people won't "come banging at your door". Make sure that you site is easily found by keeping content fresh, taking the time to implement good, honest, ethical web marketing techniques... and then keep on doing it!

- Make sure you are following legal requirements like Data Protection, and the requirements of the Disability Discrimination Act etc.

Tip No 2. Email Marketing:

If you want to stay in touch with customers, email newsletters often do a better job than web sites, and provide a way of directing customers back to your web site. Anyone can now run an email newsletter for very low cost, but you do have to make sure that your customers want to be contacted in this means - otherwise it's called spamming, and potentially illegal.

Tip No 3. Advertising your website on online directories:

In some sectors, there are well established directories that are well promoted in the Search Engines. If so consider paying for a link through from them, but monitor the amount of visitor traffic through to your site to make sure it is economic. Do some research - and be aware that there are many directories that are not at all effective routes for advertising your site.

Tip No 4. Online Sales:

Selling products online through your website will mean that you need to be aware of including e-commerce regulations and consumer rights.

Tip No 5. Useful Links:

Web yogi's mini guides explain 'how to do' things in Plain English - check out the useful links available at www.webyogi.co.uk.