

# Keeping Your Small Business Afloat

By Mark Askew

Keeping Your Small Business Afloat

Mark Askew

mark@mortgageloansearch.net

Mortgage Loan Search Network <http://www.mortgageloansearch.net>

You've established a degree of Internet presence. Your business has survived the recession and you're proud of the frugal methods you've implemented to save money and realize a profit.

Now you want to get to the next level via a short cut email marketing campaign. Two words...**BE CAREFUL!** Very careful. Sending email is a sure way to attract target potential clients but unwanted e-mail is the perfect way to shut down your business overnight literally.

You can lose your affiliate partnerships, ISP or website host in a matter of hours with just one complaint. From the above you can see that marketing is not as easy as it sounds. Many companies posing as marketing experts promising to submit your text ads to thousands of message boards, search engines and directories are only spammers posing as promotions experts.

Remember that short cuts don't cut it online. So proceed with caution. Read the rules and regulations when posting advertisements. Abide by them and your business will last longer online. In addition, take the four simple steps we outline below and enter the world of marketing using the front door.

## Find A Reputable Promotions Agency

1. Find yourself a trusted online marketing agency. The best are long time businesses that have been promoting businesses online since the internet was born. Consider buying banner ad space and targeted e-mail from what are called list servers. These are lists of people who join online interest groups who don't mind receiving occasional ads on subjects that interest them. A reputable company has a good screening and sifting mechanism in place to keep your e-mail lists fresh and virtually free from Spam complaints.

## Use The Power Of The Press

2. Never underestimate the power of a press release. Press releases announce the presence of new businesses or a new business venture while promoting your site all at the same time.

## Keep Them Coming Back For More

3. Once you get folks to visit your site half the job is done. Remember, the most successful business are those with repeat sales from customers who come back again and again. So once they arrive the aim is to keep them coming. The tried and true way to keep your visitors coming back is by offering membership to your newsletter. Your newsletter will allow you to continue to advertise to your client. Here is a crucial point to gaining your clients' interest and loyalty. Avoid sending ads

daily as this is a big turn-off.

Send out a weekly newsletter with practical information that will be informative and useful. Don't send the same advertisements week after week. Change your ads frequently. You could alert them to any new content such as sales, special offers or free services. Add some interaction in your newsletter. Encourage your readers to write back on issues in which you all share common interest. Have contests or give members some notoriety for adding to the content in some way.

Win their loyalty

4. When members start to make your newsletter their own you have a loyal repeat customer who will stay with you for a very long time. Yes it's a little work but building up a loyal client base of repeat customers makes it all well worth it. Happy marketing.

[Get-Articles.com](http://Get-Articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)