

# Off-line Marketing Helps On-line Sales

By Rozey Gean

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A successful on-line business takes long hours and determination. Anyone that tells you differently hasn't done the work first hand. Any business, on-line or off, also requires a marketing strategy. Many cyberpreneurs are becoming more and more well-versed on the successful strategies being used on-line. E-zine advertising, affiliate programs, opt-in e-mail programs, search engine placement, and so on. However, many businesses are forgetting to utilize off-line possibilities as an avenue for on-line sales. Let's discuss what opportunities you can take advantage of to strengthen your on-line business.

First, business cards and literature should always include your web address. This is where a domain name becomes an important element of your URL. The most direct domain name is the easiest for your prospect to remember. So select your domain name carefully and then use it on every piece of written correspondence you use, including your checks. I have had people comment on how often I place my Internet information within my off-line literature. This tells me people ARE taking notice.

Remember that image is everything. Have your brochures and literature professionally prepared, or learn how to do them professionally yourself. Taking a community class on desktop publishing can go a long way in saving you money on future design needs.

Another effective strategy is targeting print publications that correspond with your type of business. Consider writing how-to articles and submitting them to targeted print publications. Articles will create more credibility for your business than an expensive paid ad, and will also establish you an expert in the process.

Many businesses on-line offer an e-mail newsletter. Many off line businesses offer a newsletter to their paying customers. Perhaps doing both is better strategy. Offer your on-line newsletter for visitors; offer both to your paying clients. Current clients will appreciate the extra service of a print newsletter that arrives in their mailbox, and the impact is much more substantial in terms of repeat orders.

Off-line ordering can pay you back in orders if you use the strategies wisely. Don't pass up any opportunity to grow your business in an ethical manner, be it on-line or off.

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Rozey Gean is the founder of the Marketing-Seek.com website where ezine publishers and writers are brought together in an easy-to-use, friendly interface.

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