

The 5 Marketing Tactics That You Need To Know

By Bob Brolhorst

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Opportunities for the growth of your company are enormous but can be expensive. You will want to consider using the following 5 rules for the marketing of your product or service. These few ideas are the least expensive and are the most effective in reaching your target audience.

1) Writing A Good Press Release

While there are no guarantees that an editor will pick up your story out of thousands, the potential could be limitless. All it takes is for one editor who is interested in your story and you could see your business grow exponentially. Of all of the marketing techniques, a press release is one of the least expensive methods for promoting your company, product or service.

2) How To Write Articles

Sharing your area of expertise and the reasons your product or service will benefit the your target market or area of business is a great way to market yourself as well as your business. Make sure the article is useful to those reading it. Every good magazine, newsletter, or e-zine is constantly looking for interesting and important articles that will be of benefit to their particular subscribers. Writing an article for one of these publications gives you an opportunity to advertise your business for free while building credibility as an expert in your field.

3. Be sure to Include a BIO

Including a good bio on your web site about you and your company allows your customers or clients an opportunity to know you. Write it in the third person. You don't want your bio to sound autobiographical, by including a BIO it will help in letting your customers know who they are doing business with, as well as giving them some background information on you and your company.

4. Creating a Web Site

If it means paying a little bit more, make sure you have a good webmaster to create your web site. You want to be sure your web site represents you in a manner that conveys all of the above namely credibility, trustworthiness and professionalism.

5. E-mail Communication

Introduce yourself via e-mail. I don't mean writing those tacky letters that are pure promotional hype. I mean constructing a very professional letter that targets those who may have an interest in your product. A well constructed letter is worth its weight in gold.

In review, it is with out a doubt that the marketing strategies available are extensive but, in order that you attract the customers you're wanting to draw to your site, you must maintain a competitive edge by choosing professionalism. Above all, be sure to provide an higher level of customer service, even more than your competitors. Customer service is the one thing that you can change that will blow the socks off all of your competitors.

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