

Tis the Season

By Bob Osgoodby

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The retail stores are taking a pounding as an aftermath of September 11th, as many consumers are keeping away from crowded shopping malls. They are staying closer to home, and many are turning to the web to do their holiday shopping.

Most "Brick and Mortar" businesses earn the majority of their annual income during the holiday season, but many will be sadly disappointed this year. The Internet however, is going great guns, and if you are involved in an online business, now is the time to put the "pedal to the metal" with your advertising.

Some are taking the approach not to exchange gifts, and make the Holiday Season one for the kids and grandkids only. With the prospect of a recession now a reality, people are being more cautious with their spending. While the number of people being affected by this slowing economy is being hyped by the media, the fact is that the majority of people will not be affected.

Some online entrepreneurs will slack off with their advertising during the holiday season, as many are spending available funds on family and friends. Others simply ignore their businesses, as they have too many other things to get done during this frenetic season. While many are busy putting up the outside lights, and decorating the tree, and I guess I'm as guilty as the rest, I do realize that this is a prime time for business.

People will spend during the holiday season! It is just a question of how much and where. If you neglect your ad campaign, you are missing out on a great opportunity. If you don't give your advertising the attention you should, you couldn't be making a bigger mistake.

A great number of people are trying to get their business established on the web, and a lot of retiree's are trying their hand as well. What better present could you give them, than an ad for their business. Ezine Ads are relatively inexpensive, and many publishers will work along with you for holiday ads. They also experience a "slow down", and may have some good deals at this time of the year.

Another factor to consider is that people who are spending less, when all is said and done, will have disposable dollars. This might be the time that they decide to get involved with something that could return extra money back to them.

If you are in an affiliate program, and not advertising now, you WILL lose. Those that do ante up their advertising dollars, just might walk away with the lions share.

The Internet always slows down this time of year. People are just so occupied, doing all that has to be done, that the computer sort of becomes a second class citizen. People who would surf several hours a day, now relegate it to a sign on here and there.

But - there is a hard core that doesn't put their computer in mothballs for December. These are the people you want to reach. Don't simply sit back, and let others who have experienced these phenomena in the past take your share of the available dollars. Be aggressive!

Many experienced entrepreneurs accelerate their advertising this time of the year, knowing that the "newbies" are slacking off. They realize that "Tis the Season", and they will be the ones who will be "Jolly".

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