

10 TIPS FOR DRIVING TRAFFIC TO YOUR WEBSITE

1. Have a website worth visiting

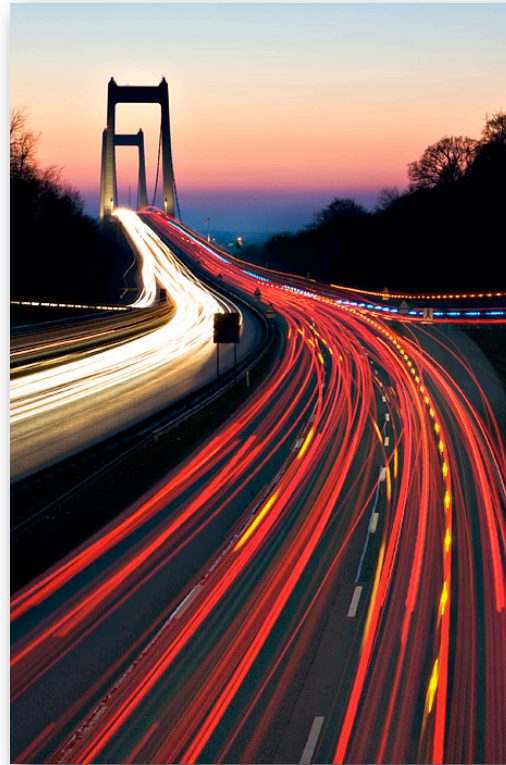
If your site is unprofessional (for example, has display errors, hasn't been updated since the 1990s, or fails to answer customer questions, etc.) visitors aren't going to stay very long or share it with their friends. However, a site that is engaging, speaks directly to your target customers' problems and *gives them something to share*, will help you earn more business.

2. Write an e-book or "free report"

Most businesses fail to realize one simple principle of sales - it's not about you... it's about your customers! Your customers have problems and loads of questions, some which may not even have occurred to them yet. An expert marketer will develop a PDF, report, or handout (i.e. what you're holding in your hands!) that demonstrates the expertise of the business while solving common customer problems.

3. Start a blog

A blog is an excellent way to build a lasting relationship with your customers by fulfilling your promise to help them with their problems. And blogs don't have to be boring! Keep it lively with personal stories, but also keep it informative by updating your customers with developments in the field. Once again, it is not about you, it's about your customers.



4. Get on Facebook

Social media is just for kids, right? Maybe it was in 2005, but at the present time, more than two-thirds of Facebook users are no longer in college. The fastest growing demographic is those 35 years old and older. If your company does not have a presence on Facebook, that's 250,000,000 people you're not tapping. Put off social media marketing too long and your competitors will soon scoop up your precious online customers, if they haven't done so already.

5. Make a Web video

What was once the domain of big companies with large budgets is now within your means. All that's required to become an "Internet TV star" is a hand-held video camera, some basic editing software and someone to film. Do you have customers who just love to rave about you? Put them on camera and upload the videos to the "testimonial" section of your website. With a little imagination and good sense regarding your customers' needs, the possibilities are endless.

(Cont. on reverse)

6. Improve your Google searchability

When people go to Google to search for the types of products and services your offer, do you come up on the first page? If not, one way to improve your Google searchability is to issue a news release via a newswire. There are numerous ones such as the Business Wire, PR Newswire, MarketWire and PR Web. Find the service that matches your budget and audience and see your news releases land directly on the Web rather than in the trash bin of a traditional publication.

7. Make it easy for people to share your stuff

So you have an e-book, a great blog or video? Now, the key is to get it in front of people's faces, so make it easy to share. If you have an e-book, post it as a PDF to your website with links to your Facebook page. Do NOT require people to register for it. If you have a blog, install RSS so people can download it to their reader. If you have a cool video, let people download a copy to carry on their iPhones or post to their own social media sites. But make sure you include your URL or people won't know it's from you!

8. Apply for awards in your field

Awards do not earn you business by themselves, but when it's down to you and a competitor, who's your prospect going to choose? Awards are a great way to prove to your customers that you come approved by a reputable third party, making the customer's decision to choose you much easier. And it's also a great excuse to issue a wire news release!

9. Conduct a newsworthy event

So now you're in the big leagues. You have a great marketing program that's making you money and helping you grow. What's next? We both know you care a lot about your local community, so do something great to demonstrate it! Partner with some other reputable local businesses and put on a program for disadvantaged children, organize an electronic waste recycling effort or help rebuild a park. Don't just donate money, get your hands dirty. And of course, make sure the world knows what you're doing.

10. Get discovered by journalists

When you've accomplished all these steps and done them correctly, this will be the easy part. Reporters will be knocking down your doors to interview you because--guess what? Lots of people are already talking about you and the editor of your local publications will be embarrassed if they didn't find out first. Enjoy the spotlight, but never forget - it's not about you, it's about your customers!

For more answers to your questions about public relations, marketing, video production and social media, contact Robert Beadle, president of Northeast Public Relations, Inc. for a no-obligation consultation.

Robert@NortheastPR.com

Cell: 401-632-6573

www.NortheastPR.com

