

21 Free Ways to Market Your Business Online

SEO FROM START TO FINISH

Introduction

Marketing your business is *essential if you want it to grow*. But marketing costs a lot of money, and you may not have the budget for a high-priced ad agency or Internet marketing company.

Instead of all those high-priced options, you can look into free ways to market your company online. They exist, and they're surprisingly effective. But best of all, they don't cost anything but your time. You can do use all of these strategies during off hours to make sure your company gets the awareness and revenue

you've always wanted. We'll cover lots of different ways to market your company online in this guide.

To start, let's talk about the basics.



Search Engine Optimization

SEO is the process of improving your website *so that search engines like Google can read it more easily*. SEO is kind of an umbrella term because it encompasses lots of different concepts.

The most important concepts are using the right tags. Tags are bits of HTML code that tell web browsers, search engines, and other algorithms how to interpret your page. When you hear people talk about tags and SEO, you'll probably hear the phrase "title tag." A title tag () gives a webpage its title, like the title of a book. That tells search engines and readers what a page is about.

Search engines use title tags in their algorithm when they show search results to users. The title tags are always the largest bits of text in a page of search results, and they're clickable so users can easily get to the page they want.

To implement SEO, you have to perform a site audit to see what your website needs. You can do that with a tool like CrawlerFX. Free Ways to Market Your Business Online 4 CrawlerFX will tell you if you're using title tags correctly. It'll also give you other vital information like how well you use keywords. With a site audit, you're ready to start using SEO to improve your site.

Optimize every one of your pages with title tags, keywords, and well-written text to get the best results.



Google Analytics

Google Analytics *is the industry standard for tracking users* on your website.

Google provides this service for free, and it's easily one of the most useful pieces of software you could find for user tracking. You can get a Google Analytics account by going to Google and signing up. Then, they'll give you a piece of code that you need to add to each page on your site. That code lets you watch what people do when they're on your site. You can see which pages they read, how long they stay there, and even when they convert into customers or leads. That last part is essential for growing a company.

Google Analytics shows you what parts of your site do and don't get customers. So if something on your site is performing really well, you can create similar pages to get more customers. Free Ways to Market Your Business Online 7 On the other hand, if one of your pages is

severely underperforming, you can make a note to try something different for your next page. You can also set up daily, weekly, monthly, and annual goals and track your progress online. With that information, you can definitively tell whether your business is growing.

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Google My Business

Google My Business is Google's primary way of getting information about your company.

That information is pretty basic, but it can still make a world of difference in search results. Your company's name, address, phone number, and hours of operation are valuable to anyone looking for your services. That makes Google My Business especially valuable for companies with physical storefronts. But even for online-only companies, you still get a lot of benefits. Your customers can look up how long they can contact you with questions, and they know what holidays you let your employees take off. At the very least, it allows potential customers find your company's phone number. That's useful in any business model, whether you generate leads, close sales over the phone, or simply answer customer questions.

Google My Business also earns your company a spot in Google Maps. So if someone searches for your company in Maps, they can find it without knowing the exact address. Free Ways to Market Your Business Online 10 On top of that, Google My Business makes your company show up in local search results for your industry. That means if you sell shoes and someone looks up "shoe store in [your city]," Google will

serve them a list of results closest to them — which includes your company! That gives Google users a single location where they can learn everything about your business, even if they didn't know your company's name before their search.

Google My Business offers a lot of logistical benefits, as well. Right off the bat, it gives you a dashboard that lets you manage parts of your Google+ page, track insights for your page, and import information about your YouTube channel(s) and Google Analytics accounts. Best of all, you can easily start and manage your Google AdWords Express campaigns. But Google My Business isn't just about managing your company's online profile. It's also about becoming part of an online community of like-minded companies. Once you've verified your account, you can post regular updates about your company's hours, offer coupons to Google users, and even update weekly sales.



Essentially, Google My Business gives you the power to attract qualified customers straight from Google.

Google Search Console

Google Search Console is an insight tool that shows you lots of structured data about *your company's performance online*.

It includes information like how individual pages perform in searches for high-value keywords. It also has tools that let you implement structured data. The data highlighter is probably the most frequently-used tool. It lets you select text that's on your page and assign it a label so Google can more easily read your pages. It's not quite as good as hard-coded solutions, but it's far better than nothing.

Google Search Console also shows you areas where you can improve HTML on your site. That makes it a great place to start a full SEO site audit. You can also use Search Console to disavow links that you get from disreputable sites. While most links are good for your website's SEO, links from low-quality sites can actually make it harder for your site to rank well. That's because Google treats links as votes of confidence, so they associate you with the websites that link to you.

Aside from links, you can also look at the clicks your pages get in search results, the total number of their impressions, the average click-through rate, and the average position in search results pages. You can also see how well your website does on mobile devices, how many pages Google has indexed on your site, how many pages are blocked by robots.txt, and a number of validators to check your site for errors. All in all, Google Search Console is the surefire way to test and tweak your website to make sure it's constantly attracting new visitors.



Google+

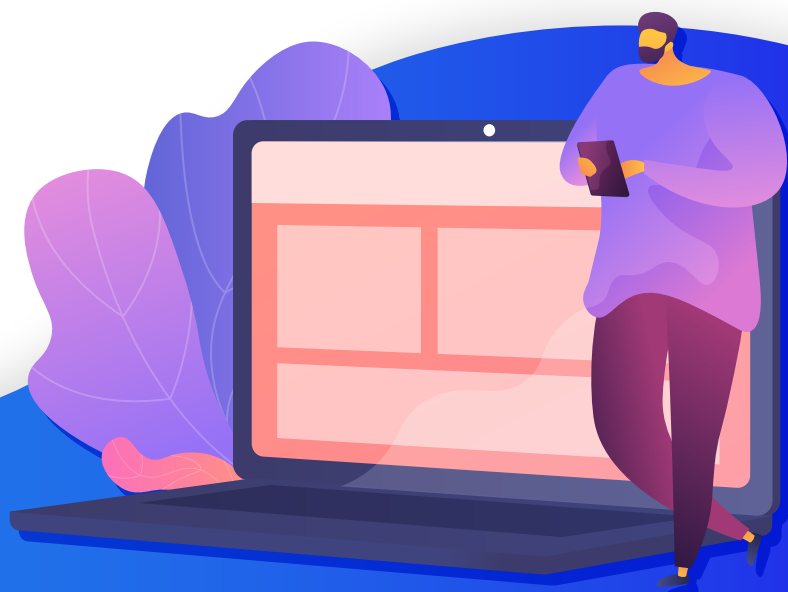
Google+ is Google's own social network.

It's not nearly as influential or popular as it was at first launch, but it's still a helpful way to promote your business online. Google+ provides you with an opportunity to give Google more information about your company. The more information Google has about you, the better they can rank you in search results — including Maps and Business listings. A Google+ account isn't required to get your company in good standing with Google, but it's helpful to have. And if you ever decide you don't want to bother with Google+ anymore, you can merge your Google+ and Google My Business listings. Last, the biggest benefit to Google+ is the ability to get new customers via social media.

Google may not have a lot of users on its social network, but its few users are still surprisingly active. They participate in small communities and frequently use hashtags to generate conversation about their jobs, new ideas, or interesting links.

On top of that, Google+ is remarkably popular with marketers. While lots of people left after Google stopped offering authorship benefits in search results, marketing is alive and well with Google+ users who want to improve their companies online. Even aside from marketing, you can easily find at least one or two active communities where you can share links and promote content on your site.

It may not seem like much, but Google+ is a great way to reach your niche and interact with potential customers.



Yahoo Local

Yahoo! Local is
Yahoo's service *for
small businesses*.

It operates almost identically to Google My Business, and the results are similarly beneficial for your business. The main benefit of using Yahoo! Local — even if you already have Google My Business — is that you're listed on another major search engine. True, Yahoo! doesn't have the same search market share as Google. But the people who use Yahoo! probably don't also use Google. That means you have an opportunity to expand your business by taking a few minutes to fill out a couple forms on Yahoo!'s site.

Those returns may not pay off right away, but it's a smart investment in the future potential of your company. After all, once you're on Yahoo! Local, you're on it for good (unless you violate their terms of service). So even if you wind up

getting one new customer from Yahoo! Local, that means your investment of a few minutes already paid off. At the end of the day, Yahoo! Local may not be the biggest fish in the pond, but it can still make money for your company.

By that logic, it's not a question of why you would sign up for Yahoo! local — it's a question of why not?

yahoo!
small business



Bing Places

Bing Places is *essentially the same service as Yahoo! Local* since the two search engines merged in 2009.

Still, it's a smart move for any company looking to grow its customer base. Bing is the default search engine for Mozilla Firefox, one of the most widely-used browsers in the world. So if someone looks up your locality in Firefox, they won't find your business unless you put it there! Based on Bing's search market share, that's a potential 13% loss of your customer base just from one search engine — or 1/8 of all potential customers.

In a perfect world, that means you can increase your company's profits by 13% if you simply add your company to Bing Places. And even though the world isn't perfect, the benefit of Bing

Places is the same as Yahoo! Local — even if you only get one customer from your listing, you've already received a positive ROI for your time. Again, it's so simple to set up a Bing Places account that you might as well do it just to get a few more customers. It only takes a few minutes — you could sign up for it and Yahoo! while you're eating lunch!



Bing places for business

Bing Maps

Bing Maps is Microsoft's *all-in-one navigational* and local reference program.

It operates almost identically to Google Maps, and it's the default navigation system for Windows phones. Again, while Microsoft doesn't have a large market share of smart-phone users, it's still more customers than you would get with Google Maps alone. Bing Maps primarily gives users directions, but it also shows a thumbnail of your business, your address, your phone number, and your Yelp rating.

It's also important to note that Bing may not list the correct location for your business unless you submit it yourself. You may also have to remove previous listings that have your old address to ensure customers can find the right location for your company. Otherwise, you

could lose customers purely to confusion. That may sound like a lot of work for only a little potential payoff, but you can correct address issues with a quick message through Bing's support network or their Twitter accounts. And once you're on Bing Maps, you can rest assured that almost anyone in the country will be able to find your business, regardless of what smart-phone or search engine they use.

The logo for Bing Maps, featuring the word "bing" in blue lowercase letters with a small orange dot above the 'i', followed by "maps" in a smaller, grey lowercase font.

PRLOG

PRLog is a free service that lets you publish *press releases about your company*.

While there are lots of different outlets that publish press releases, PRLog remains one of the largest and most diverse. Consequently, journalists frequently use it to look for corporate news and other business information that otherwise wouldn't be published. Typically, these journalists are from local or mid-sized publishers since big-name companies like CNN are regularly in contact with multinational companies.

While that may sound discouraging at first, it's actually an advantage to small, local, or regional companies. The lack of big brands on PRLog means you can promote your company without worrying about some big company overshadowing your news. However, it does mean you have stiff competition from companies about the same size as yours. That's why it's important to categorize and publish your press release for maximum exposure in your industry. Plus, once it's published, you can promote it on your different social media accounts, and it'll

start to rank in search engine results pages. And on top of all that, the original press release will remain searchable on PRLog for weeks to come. PRLog even gives you access to analytics information at no charge. To get started, you just need an account, which you can create in minutes.

With all of those benefits wrapped into one website, PRLog is a golden opportunity for you to promote your business. It may not be to your target customer audience, but the journalists and bloggers who read PRLog may wind up talking about your company and raising your brand's awareness. Like most of the ideas in this guide, all you need is one customer from PRLog to justify the time and energy you spent on it.

PRLOG
Press Release Distribution

Facebook

Facebook is the current king of *social networks*.

With 1 billion users and hundreds of properties to its name, Facebook is simply the best way to engage and build relationships with your customers. Facebook makes it incredibly easy to do that, too. All you have to do is create a page for your business. Then, you can upload photos of your company to create a modern-looking page that'll attract potential customers to follow your business. Facebook also lets you write just about anything you want about your business. You can include information like your company name, address, hours of operation, and more. It's basically like a second Google listing, but you're on the world's biggest social network instead of the world's biggest search engine. Once your page is set up, you can start posting right away.

You can reach your Facebook page's maximum potential by creating posts about your website's blog, articles, or any other content that you want to promote among your potential audience. When you post that information to Facebook, you can use fun or creative phrasing to engage your followers. And no matter what

you write, it should reinforce your brand's image. Your brand image is critical on Facebook. You may be the person talking to your Facebook followers, but your followers only see your company. That means you have to give your brand a personality that will resonate with your customers. So if you're a plumber, you might take a more serious tone and remind customers to check their pipes in the winter.

If you're a software provider, you might post images of fun ways people use your products. The general idea is that you want your customers to feel like they're having a conversation with you. That includes replying to comments they leave on your page, creating statuses that attract their attention, and even messaging them if they want to speak to you privately. So if someone comments on one of your photos, it's always smart to respond! A simple thank-you goes a long way when you're online.

The Facebook logo, consisting of the word "facebook" in a blue, lowercase, sans-serif font, is centered within a white rectangular box. This box is positioned on a blue background that features a large, stylized white wave-like shape on the left side.

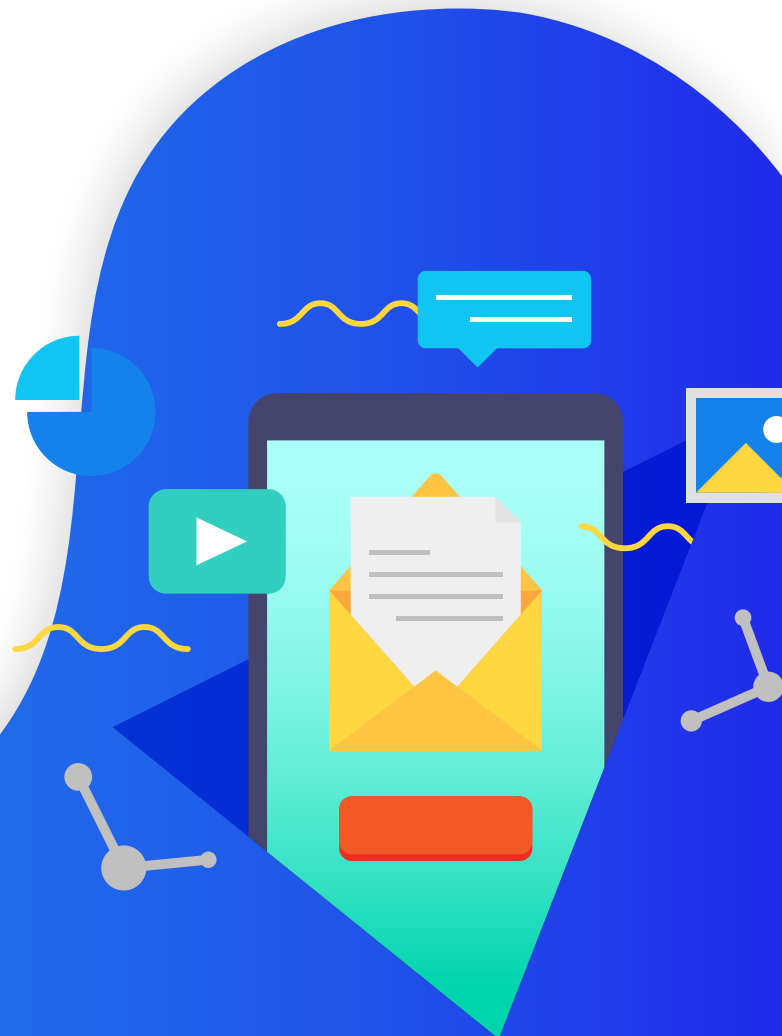
But a Facebook presence also means you'll deal with unhappy customers at some point.

If that happens, you have four options at your disposal:

- 1. Publicly respond to the complainant*
- 2. Privately respond to the complainant*
- 3. Ignore the complainant*
- 4. Delete the complaint*

Generally, the first two options are the best. Publicly responding to a complaint shows your followers that you have nothing to hide and you're eager to please your customers. Private responses are great for unique situations, like if someone had a specific problem with something you sell. That's a task that your customer service team can handle away from social media so you can keep personal information safe. Ignoring the complainant is a huge risk. Your customers may see a complainant's comment as legitimate, and if you don't respond to it, they'll think you ignore all of your unhappy customers. Deleting the complaint also rarely yields good results. This strategy is best used for spam, overly-aggressive, or inappropriate comments that would otherwise tarnish your brand's image.

It's also important to regularly update your Facebook page so your followers know you're a consistent online presence on their favorite social network. To make this easier, pick a few days out of the week to update your Facebook — like Tuesday and Thursday — and publish fresh posts about the same time each week. That establishes your company as a regular, reliable presence for all of your followers. And the more active you are on Facebook, the more followers you can get. That means more potential customers with every passing day.



Twitter

Twitter is the perfect social network for *self-promotion*.

Tweets typically have a shelf life of a few minutes, but they're great ways for you to get your business out into the public eye, especially when you use hashtags. Twitter is famous for its use of hashtags, which can be literally any word or phrase. And while world-wide trending hashtags change from day to day, some are consistently used every day. Those hashtags can include words or phrases that are specific to your industry. For example, thousands of Twitter users use the hashtag #seo every day.

For WebFX, that's valuable since we work in SEO. By extension, we want to use that hashtag in our relevant tweets to make sure people who look up #seo get to see our brand. Your company can follow a similar pattern — all you have to do is research the hashtags that people use on Twitter.

While Twitter may not always convert new customers at the same rate as Facebook, it's still a way to build a consistent following of individuals that constantly want to hear from you. Even if they just want to read your blog, you can establish yourself as an authority in your industry by regularly updating your blog and speaking directly to your readers. Those readers may have a lot to say, as well. Some of them may have compliments, others may have complaints, and a select few may want to know about employment. Like Facebook, you have a choice in how you respond to these inquiries — whether they're positive or negative.



Twitter lets you tweet to someone publicly by using the @ symbol and then the person's username. So if you wanted to talk directly to WebFX's Twitter account, you'd start the tweet with @WebFX. But Twitter also lets you respond to people privately by using direct messages. Direct messages require both parties to follow one another so spammers can't overload users' inboxes. So if someone has a complaint that you'd like to address privately on Twitter, you just need to follow them and send them a direct message. If the complainant doesn't follow you, then you can either respond publicly or ask them to follow you so you can send them a direct message (or "DM").

Twitter is also the perfect place to start conversations about your brand. If you have a big following and you know that people use your product consistently, you can ask them to talk about their favorite stories including your products. In addition, you can pretty much

launch any participation event you'd like on Twitter since it's so accessible and open. You could ask for anything from product name suggestions to how someone's day is going. And of course, you can always tweet links to interesting things you find online, like your blog.

Regardless of what you choose, you're engaging and talking to your followers in a productive way that they're sure to remember.



LinkedIn

LinkedIn is the *social network of choice for professionals* around the globe.

LinkedIn houses accounts for everyone from recent college graduates looking for their first real-world career move to established CEOs who run Fortune 500 companies. In that way, LinkedIn brings the professional world closer together by placing everyone within a digital arm's length of each other. LinkedIn also empowers its users to share professional information with one another. Every user has the ability to create a status — just like Facebook — and even operate an on-site blog.

While it may sound counter-intuitive to have a blog on LinkedIn when you already have one on your site, there are a few reasons a LinkedIn blog can help your business.

1. *LinkedIn is an **established, dependable, and trusted** presence online*
2. *Using **LinkedIn's blog** shows you're an active presence on the social network*
3. *LinkedIn makes it easier to discuss **blogs and information***

These three reasons make up the bulk of why someone would want to use a LinkedIn blog in addition to their current one. These days, trust

is a huge issue — especially when you're just starting a company. LinkedIn users may not trust going to your domain since they've never heard of it before. But they'll definitely trust LinkedIn's established blog. Starting your blogging career there while continuing it on your site provides an intuitive "bridge" for users to go from LinkedIn to your site. And just like that, you can establish your brand as a thought leader in your industry.

There's one major catch to LinkedIn, though — it isn't set up well to work for B2C businesses. B2B companies can thrive since LinkedIn allows business owners to mingle with other business owners. That makes it easier to create contracts and close deals. But if you're a retailer, you probably won't have a lot of direct sales success on LinkedIn. LinkedIn users like LinkedIn because it's focused on jobs — not necessarily marketing and sales. That means LinkedIn is the place for ideas, discussions, and brand ingenuity. Unfortunately, that means direct retail sales won't do as well as they could elsewhere. But for everything else, including lead generation and thought leadership, LinkedIn is ideal.



Reddit

We've talked about Reddit in-depth before, but it's important to mention Reddit in this context as well. Reddit calls itself *"the front page of the Internet."*

And while that may not have been true several years ago, Reddit's popularity has made it the go-to source for everything from idle thoughts to world news. That makes Reddit a marketing goldmine. The company itself offers advertisers and opportunity to take out ads — but you can also use Reddit to market your business for free. However, Reddit is trickier than other websites we've mentioned in this guide. You can't just create a post about something you sell and expect people to come to your site and buy. Instead, you have to be subtle. Reddit's site operates on a system of positive and negative feedback. Positive feedback is called "upvotes," and it makes posts appear higher on Reddit so users can see the best information.

Negative feedback is called "downvotes," and it makes posts appear lower on Reddit so casual browsers don't have to sift through wasted posts to find good information. Upvotes and downvotes are tracked on every user account in the form of "karma," which is a cumulative count of how many upvotes vs. downvotes someone's received. If someone's received more upvotes, they'll get positive karma. If they've received more downvotes, they'll get negative karma.

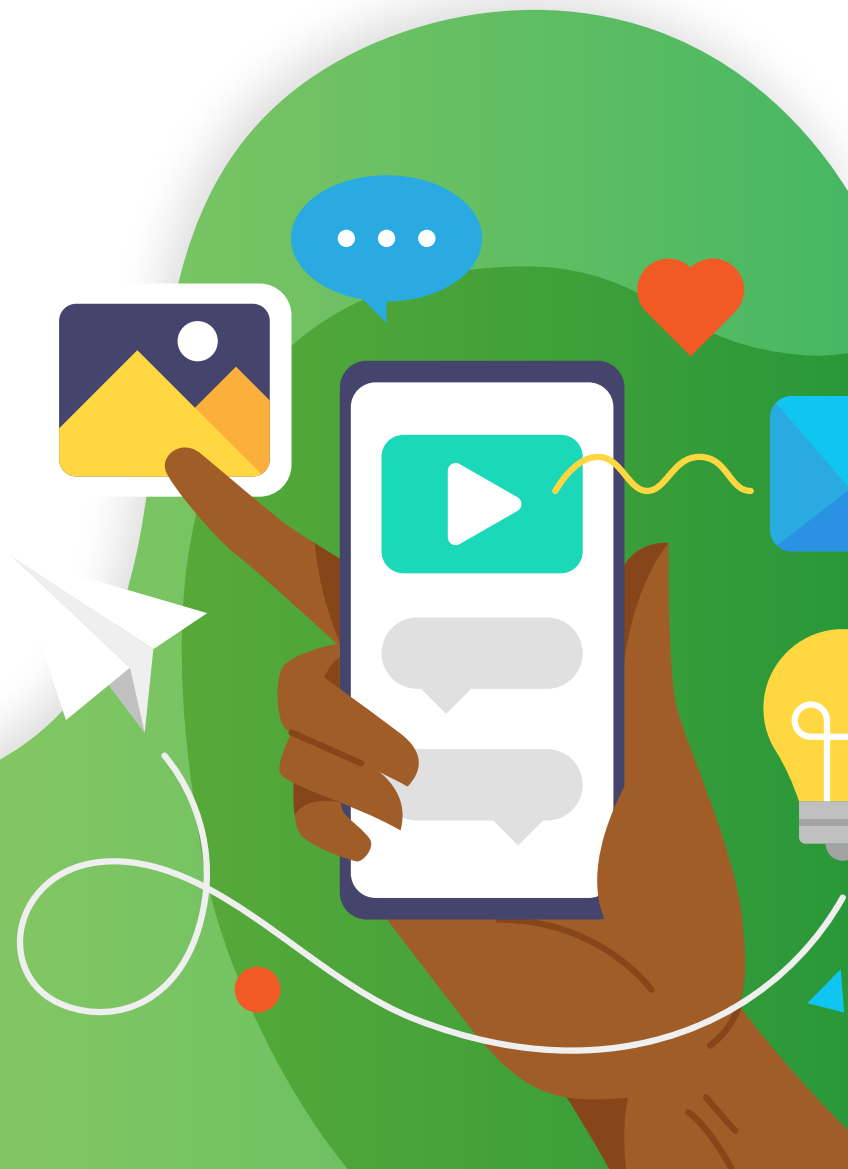


Reddit's staff has a hands-off approach to all posts, except those that contain illegal content. That means when you post to Reddit, you're entirely at the mercy of its users. Some of them are kind, and some of them aren't — but the best way to succeed on Reddit is to post high-quality, relevant material. Reddit is broken down into "subreddits," which act as categories for specific niches.

The subreddit r/Pics is focused on images, r/Politics is all about American politics, and r/ShowerThoughts is for random thoughts people have when their mind is unoccupied. So when you want to market on Reddit, you need to find the corresponding subreddit(s) that work for your niche. Let's say you sell running shoes and you created an infographic about how to properly size your feet for the best footwear. That infographic would be relevant in r/Infographics, r/ HowTo, r/Running, r/Shoes, r/Athletics, and more! Even if a subreddit has a small following — like r/Athletics with 92 subscribers — that's still more people that your content can reach.

The best part is that it only takes a few moments to post something to Reddit, and all you need is a link and a title.

Once you have a great title, just link to your content, post it in the appropriate subreddits, and watch your traffic grow!



Tumblr

We've talked about why you should use Tumblr for marketing already, but it's important to reiterate Tumblr's usefulness to your website.

Tumblr may not be the most popular or widely-known social network in the world — but it is the best in terms of user and brand sentiment. It's also a cohesive, tight-knit community of young users who appreciate irony, brands, and a good joke. Basically, Tumblr users like each other and brands that speak their language. That's the catch though — you have to speak their language. So if you want to use Tumblr for marketing, you have to spend a lot of time on the social network to determine the nuances and subtleties of what will resonate with Tumblr users. That's not easy, and it can take more time than most social networks — but the potential for great success is there. Tumblr has already worked wonders with marketing teams from big (yet hip) brands like ASOS and FX.

Those companies reached out to a young and enthusiastic customer base to help their companies grow. And it worked! Whether the bene-

fits were measured in terms of finance or followers, both brands made out like bandits with carefully-crafted, well-informed ad campaigns. The best way to learn about Tumblr is to simply use it. Designate a person on your marketing team who can be your Tumblr resource. Ideally, they should be someone who would like Tumblr so they're motivated to use the site, even when they're not at work. That passive, natural learning experience can pay off in big ways once your Tumblr contact gets acclimated to the social network's culture. Once they're ready, you have the perfect person to manage your upcoming Tumblr campaigns.

The Tumblr logo, consisting of the word "tumblr." in a dark blue, lowercase, sans-serif font, is centered within a white rectangular box with rounded corners. The box is set against a background of teal-colored wavy shapes at the bottom of the page.

Quora

Quora is an ask-and-answer network, similar to Yahoo! Answers but with *less anonymity and more reliability*.

Unlike Tumblr, Quora is fairly straightforward to learn. At any given moment, people ask questions about your industry around the world. Your goal is to answer them better than anyone else on the website with a link back to your own site. While links from Quora don't count toward linkbuilding, they do drive relevant, qualified traffic to your site. After all, if someone wants to know more about a topic, they'd probably click someone's question and look at the answers to understand that topic better.

Taking an hour every week (or every day, if you want to get aggressive) can help spread the word about your brand and establish you as a knowledgeable industry resource. The more you answer questions, the more you get your site out to the public and encourage people to look you up. That's not a guarantee that every answer you write on Quora will get you a new

customer — but it at least demonstrates your knowledge, online savvy, and commitment to informing your customer base. Most of the time, Quora's questions have a minimum word limit to them, and they require a few links for sources. That ensures high-quality answers for questions, but it also means spending more time working on individual answers. You truly have to create a unique answer for every question.

Copying and pasting is obvious on Quora, and plagiarizing other people's text is an indication of lowquality, sneaky behavior. It's worth taking the time to build up your reputation and rapport on Quora, even if it takes time. You may even get people asking you to answer questions related to your industry — a great indication that your time on Quora is paying off!

The Quora logo is displayed in a large, bold, black serif font. It is centered within a white rectangular box that has a subtle drop shadow. The box is positioned in the lower right area of the page, overlapping a large, solid blue abstract shape that forms the bottom and right background.

Instagram

Instagram, which is owned by Facebook, is the *most popular photo-sharing app* in the world.

It has millions of users that post and view photos of practically anything you can imagine. You can create and manage a corporate Instagram page from the comfort of your personal smartphone. All you have to do is photograph fun or interesting parts of your business, post the photo with a caption, and use appropriate hashtags to get it discovered. Instagram in general works like a hybrid of Facebook and Twitter. It's similar to Facebook in that you have a business page that you can promote by consistently posting new material. For the most part, you can post almost identical content to Facebook and Instagram since both social networks work well with images and captions. But Instagram is also a little bit like Twitter. Whenever you post a photo, it goes into your followers' feeds where they can scroll past it, enlarge it, and interact with it.



This hybrid system works surprisingly well for Instagram, and it has an incredibly dedicated following of creative businesses and amateur photographers alike. But that doesn't mean you have to be in the creative industry to use Instagram — you can succeed by photographing behind-the-scenes parts of your business, showcasing brief employee profiles, or posting short videos of customer testimonials. Behind-the-scenes photos have lots of potential for attention on Instagram.

Most people know that certain industries exist — like electricians and plumbing repair — but they probably don't have any idea how those industries work. If you're an electrician, you can show a tutorial on how to upgrade the amperage on a circuit breaker in an old house. If you're a plumber, you can talk about different sized pipes and how they can be used. Instagram gives you 60 seconds to show little tidbits here and there. That may not sound like much, but it's a long time for someone to watch a video on mobile. White collar companies can use this recipe for success as well. However, their videos may be more based on concepts or new ideas, as opposed to concrete skill sets. Regardless, Instagram gives you a photo-centric and engaging way to promote your business.

Pinterest

We've talked about Pinterest's value to marketing before, and it's *essential to marketing success* for both B2B and B2C companies.

In other words, no matter what kind of company you run, you can have a successful Pinterest presence that improves your relationship with your customer base, spreads brand awareness, and earns more revenue. Pinterest users take photos of whatever they like and "pin" them to their accounts. They can also add links and text summaries to everything they pin. Then, other users see these pins show up in their dashboards, and they can check out the content on their own.

This simple system makes Pinterest exceptionally strong for ecommerce marketing. It lets ecommerce companies pin photos of products, add links to purchasing pages, and funnel qualified traffic right to their sites. It's also helpful for lead-based companies, too. Companies that demonstrate some form of industry or

thought leadership attract new potential leads to key conversion pages and continue from there. All in all, the process only takes a few minutes. You just upload or add a photo and create a caption. The key to success — as with all social networks — is consistency. Keep your Pinterest profile up-to-date and relevant based on your company's customer base.

With that strategy in place, you can improve your company's bottom line month after month.



YouTube

We've talked about YouTube in-depth before, and it's *important to understand it in-depth.*

YouTube isn't just a place for people to upload videos — it's a vibrant community of content creators and passionate viewers who, in some cases, have wholly substituted YouTube for television and other visual entertainment. But YouTube is more than just entertainment as well. It's how-to videos, thought leadership, and constant interactivity. To be a part of that huge hustle and bustle, you need to create high-quality videos that share valuable information and engage your viewers. That's easier said than done. You need a decent video camera, time to edit videos, and the general skill to create a comprehensive product from concept to end result.

With that in mind, YouTube definitely isn't the easiest marketing tool to use — but it can be one of the most useful. That's because you can embed YouTube videos right on your site, along with lots of other content. And at the same time, the video will stay on YouTube so other

people can see it, even if they don't know about your brand. That gives you twice as much exposure, and that's not including the people who could embed your video on their own site as well. In other words, you have the potential to reach thousands (or millions) of people with one of the most engaging forms of media in the world. And the whole time, other people can share or embed your video to guarantee additional exposure. It's a lot of work — but with adequate follow-through, it can be a huge benefit to your brand.



Bloggging

Bloggging has become *the new standard* in digital marketing.

Every company has a blog, and the companies that don't have one have immediately fallen behind their competitors. Blogs perform a number of valuable tasks for your website. They let you regularly update your site with fresh content and ideas. They expand your site to cover more valuable keywords. They establish you as a thought leader in your industry. These three qualities are the major benefits of any blog. And even if you only enjoy one of these benefits, you're still going to see some kind of return for your time investment.

First, blogs let you regularly update your site. That shows people that you're an active presence online. Just as importantly, it also shows Google that you regularly update your site with new information. Google likes seeing sites that regularly update. Sites with fresh content regularly show up toward the top of SERPs and get lots of visitors from Google, compared to sites that don't update for weeks or months on end. Second, blogs expand your site to cover more keywords. That lets you create more content

based around keywords that bring qualified leads to your business. That content can take any form as well — it could be a pure-text blog post, an infographic, a video, or anything else that may resonate with your site's visitors. And at the end, you can encourage your readers to check out more content on your site or ask them to convert!

Finally, blogs establish you as a thought leader. This may not have a lot of tangible benefits, but positioning yourself as a leading name in your industry does wonders for your credibility and popularity. This is especially true when other industry publications start linking to you or discussing topics that you've already addressed. You clearly stay a step ahead of your competitors, and they need to catch up to you. That places you in a great position to get new customers without worrying about competitors sneaking up on you and funneling clients away.



MarketingManager
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Social Share Buttons

Social share buttons make it easy for your website's visitors to promote your content on [Facebook](#), [Twitter](#), [Pinterest](#), [LinkedIn](#), and any other network you like.

To use them, you just need the right code on your pages. It's as simple as designing your own unique share buttons to use for your pages and then linking those buttons to the share functions of a social network. Ultimately, the social buttons that you use are up to you. Facebook and Twitter are the gold standard for most websites, but you can also incorporate networks like LinkedIn, Google+, StumbleUpon, Pinterest, Tumblr, or even "alternative" networks like Diaspora. The goal is to choose the social networks that your clients frequently use. You need to be where they are so that you can reach them effectively.

That's not to say there's a "right" or "wrong" answer for what networks to choose — but it's important that you understand where your customers are online, just like it's important to know where they are geographically. On top of that, each social network has its own style, which means there's certain content that works better on some social networks than others. With Facebook and Twitter forming the foundation of your social buttons, you'll be able to increase awareness about your brand and even get some new customers — and all you had to do was add a little code to your site!



Yelp

Yelp is the world's *foremost consumer-based* review site.

Whether they're right or wrong, justifiable or underhanded, the reviews on Yelp have a direct impact on businesses throughout the world. It also lets businesses create their own pages so that you don't have to rely on users creating your profile for you. Yelp actually has a page for business owners that allows you to either claim or create your business page. That doesn't mean you can change any reviews about your business — although you can request that they be taken down if they're unfair — but it's still a good way to show people that you're an active presence online. Plus, you get to add your company's name and contact information on one of the most-used sites in the world. Any opportunity to get your name out there for free is worth taking! After you have your Yelp page, it's critical that you monitor it for any new reviews. Most of the time, small businesses don't get many reviews unless there's a severely upset customers.

Along the same lines, they don't typically get positive reviews unless someone's completely blown away by a product or service. Bigger companies tend to get more of positive and negative reviews since their names are so much more recognizable. In other words, people will review Comcast more frequently because it's a better-known brand than Earl County Cable. But even if you only get one review, a Yelp page is still worthwhile — especially if the review is good. Yelp has 142 million monthly visitors, and about 101 million of them are American. So if you run a US business, there's roughly a 1/3 chance that a potential customer will look at Yelp for reviews about your company before they become a customer. Plus, about 70% of Yelp pageviews come from mobile users, who look at roughly 10 times as many pages as desktop users. Combine that with the fact that 50% of all mobile searches are for local results, and you have a big chunk of your customer base that's looking at Yelp before they come to your door. That's why it's so important to build and maintain your presence on Yelp. The more active you are, the better results you can see!



21 FREE WAYS TO MARKET
YOUR BUSINESS

Conclusion

WebFX is a
*cost-effective
marketing* agency.

At WebFX, we understand that some businesses have tight marketing budgets. We also understand that others may have no marketing budget at all! That's why we offer reasonable prices for our marketing services. Our team of expert Internet marketers have earned awards for their work with clients in the past — now, we'll use that same award-winning skill for you!

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