

MelKay		
Marketing	Secret	
	Tricks	Tips

# MARKETING

## 15 Tried and True Tips and Tricks

We as business owners stress and worry everyday about building a successful business. You know you need some form of internet advertising. You may have some ideas about what you want but not sure where to start. To reach the maximum potential of customers, internet advertising is a must every company should be using.

**A website or a blog is a public business card.**

**Let me say that again, a website or a blog is a public business card!**

1. Headers – this is your only chance for a great first impression. Include all pertinent information, personality, and the face of the company. Example: You own a florist shop. The header should contain you/employee serving a customer or making a bouquet. Your logo should be visible in the background and in the foreground should be a picture of you (preferably) or your best selling product. Use headers on your blog, website, or social media.
2. Facebook does use # hashtags, use them just like you would on Twitter
3. Pinterest allows URL's to be inserted. Use them to link back to your blog, website or other social media.
4. Infographics are repinned, retweeted, and reposted more times than a regular posting or quote.
5. You want to be trustworthy and human so add a personal touch, maybe a little humor, what groups or charities you support, events in your neighborhood.
6. If you are a member of the local Chamber of Commerce, mention it.
7. Put links to all your social media on your website and keep the content fresh.
8. Use 70% good informative content and 30% for actual advertisement on your blog or social media.
9. Be realistic. While you will reach potential customers with any type of advertisement, the key to growing your business is 'word of mouth' or on the internet 'it's click of button'. At a brick and mortar store you are honest, offer a great deal, and be sure the customer was satisfied so he would tell his friends, you have to use the same technique via the web.
10. Have Patience. You will not grow a billion dollar business with one advertisement or tweet. It takes time to build a solid foundation and fan base.
11. When marketing your product or service always ask for a second and even a third opinion about your product, word choice, graphics, or statement. It can be as simple as having your children make a 'mock commercial' so you can see how others perceive your product.
12. Love it.
13. Be enthusiastic.
14. Be contagious.
15. Be seen. Be heard!

**Find out the top 5 social media outlets that are trending right now <http://ow.ly/sQXDJ>**

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