

CERTIFIED BUSINESS BUILDING ONLINE COURSE - SESSION 6:

• MARKETING ON THE WEB – CONNECT, CONNECT, CONNECT

Let's talk about more web marketing.

There are so many ways you can market online. Go to a search engine such as google and type in "free advertising sites" and you can fill in your information. Be careful as some of them say they are free but when you get to the end they require a credit card for "future" upgrades.

Here are a few more suggestions we have for free web marketing. Because there are so many avenues to advertise on the web we are giving you only a few every week so we don't overwhelm you.

1. Go to www.manta.com and put in a free listing.
2. If you don't already have a paypal account, go to www.paypal.com and create a paypal account. This needs to be for your business so that you can accept payments over the web and on your web site and see you can add a "shopping cart" to your web site if you don't already have one.

If you want to do something that will benefit your business and will cost you a little bit every month you can go to Google Adwords and advertise there. Google Adwords is not free but you can choose what to pay every month so you can control your spending. We used Google Adwords for about a year and it helped increase business quite a bit. Go to <http://www.googleadwords.com> to find out more.

Another way to advertise is bing. You can go onto www.bing.com and advertise with them.

We also advertised on www.yahoo.com for a year. It cost us \$200/month to advertise with yahoo. At the time \$200/month was a lot of money for us to commit. However, we tripled our business because of it.

WebCrawler is another one. Go to <http://www.webcrawler.com> and see if you want to advertise with them.

Lycos allows you to create free web sites and search. Go to <http://www.lycos.com> to find out more.

3. There are so many search engines and free advertising groups out on the web. Advertise in as many as you possibly can. List your company and what you do. List your products and services and then e-mail the information to your group. Let your group know that you can be found in all the places you have placed your information. Also post this information to Facebook, LinkedIn and Twitter. The key is to connect, connect, connect.
4. Ebay – Ebay is an excellent way to sell your products and services and it doesn't cost much at all. If you don't already have an Ebay seller's account, create one and then advertise something. Let me know if you need help with this.

5. Amazon – Have you ever gone onto Amazon and purchased anything? Amazon has a seller’s section. You can create a seller’s account and advertise at zero to little cost. Create an account on Amazon and advertise something. Let me know if you need help with this.

With all these lessons we want feedback. As you go through these lessons and create your accounts, be sure to send them to us as part of your homework assignment for that lesson. We will link your sites to ours and promote you!

Name: _____

Address: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

Web: _____