

# PROMOTING YOUR WEBSITE OFFLINE

Wow!



guide

A Small Personal Agency With **BIG** Results

## PROMOTING YOUR WEBSITE OFFLINE

- CAR SIGNAGE:** Create a car decal or have your website address, logo or tagline painted onto your vehicle. Every time you drive somewhere, you are exposing your business to countless new consumers, unlike other methods in which you may be advertising to the same people over and over again.
- FLYERS:** Post flyers in supermarkets, on telephone poles or other high-traffic locations. Make sure to include tear off strips, so that interested people won't forget your website address by the time they get home.
- SIGNS:** Place a sign in your yard, others' yards (with permission) and anywhere else the city will allow. This way you can promote to passersby with little effort. This is a simple promotion method that can reach large numbers of people.
- BUSINESS CARDS:** Print up business cards with your website address, logo and tagline, so that you can hand it out to everyone you meet. Some more creative ideas include: leaving stacks in public areas, placing them in books that are related to your services at local bookstores or by placing one in every envelope that you send out.
- CORPORATE LITERATURE:** All of your company's business cards, letterhead, envelopes, faxes and invoices should display your website address, as well as appropriate email addresses.
- MARKETING MATERIALS:** Your website is often the first place potential customers look for more information about your company, so make sure to include all of your contact information on any brochures, newsletters, flyers or any other marketing materials.
- PROMOTIONAL ITEMS/GIVEAWAYS:** People love to receive gifts. Promotional material offers an inexpensive way to promote your company's website while reinforcing your brand through various items such as pens, coffee mugs and calendars. An added benefit is that you are in front of your customers each time they use one of your promotional products.
- COMPANY APPAREL:** Similar to the promotional items listed above, t-shirts, polos and hats can all work to promote your company's web address while serving as a nice bonus gift for your employees and clients. Just make sure the clothing remains tasteful and clean, so that people will be thrilled to display your wares.
- ADVERTISING:** Advertising can be as simple as a yellow pages ad in your local phone book or as extensive as radio and television. Each of these venues provides an excellent opportunity to broadcast your website to your target market.
- SIGNAGE:** If you provide a service with on site signage opportunities, such as an architect, make sure to place your website address in large letters on your signage. This is an excellent way to have potential customers see the type of work that you do, become interested, and then visit your website to learn more.
- WORD OF MOUTH:** Probably one of the most underestimated types of promotion for your business is through word of mouth. Make sure to talk about your business and website with friends, family and customers as much as possible.

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- ARTICLES:** Authoring articles provides an excellent opportunity to demonstrate your expertise in your field to potential customers while giving you a free plug for your business. Include your website address in the “About the author” text found at the end of the article.
- PRESS RELEASES:** Does your business send out press releases? If so, your website address should be included in the “About Your Company” paragraph that accompanies each article for potential customers as well as a resource for the media.
- YOUR PRODUCTS:** This type of promotion works well for product based companies that sell tangible goods. What better way to promote your business then to include your web address on your product?
- BILLBOARDS:** Same as above, more people are looking for the website to go to more so than a phone number these days. A person I spoke to just tonight who is a very non-tech person said he even realized today that he realized it is now the **FIRST** thing he looks for and never pays attention to a phone number any more on a billboard. If you have a website and have bought billboard advertising do not miss the chance to promote your online billboard (website).
- MAGNETS:** Want to keep your logo and site name in front of people hand out refrigerator magnets in your place of business. People use these to hold up pictures, menus, etc so it is a constant reminder when they go to the fridge.
- TAKE OUT MENUS:** If you are a restaurant do not miss the chance to promote your website on your take home menus or even on your table menus. If you are a business in the area of a restaurant that has take home menus ask if you can buy space on their take home menus for your logo and website. It works, people take these home and stick them on their fridge and see it every day.
- TEAM SPONSORSHIPS:** For years one of the ways local businesses have shown their support for a community has been to sponsor a little league team or maybe the all star soccer team in their area. Think of the value you can get if you give more than just your business name on the jersey and instead put your site name. People are watching their children run around the field for hours at a time, why not keep your site name in front of them.
- VOICE MAIL:** Mention your Website address in your out-of-office and on-hold voice-mail messages.