

6 Simple Tips for Online Marketing for Small Businesses

Online marketing efforts can be extraordinarily cost effective. Unlike traditional marketing channels, when you're online, you have the chance to reach the entire world.

Online activities are also very low-cost, in general, so the potential for return is huge. For these reasons, small business owners should dedicate a chunk of time each week to marketing their service online.

Below are seven tips and methods to help you get started.

Create and share good content

If you aren't blogging about issues that are relevant regarding mobile apps and small businesses, you should be. The rules aren't very strict, but one thing is important – you need to create and share content that is somehow interesting, valuable, or otherwise worthy of your audience's time. If your content is good, you will develop a readership and increase your chances of your content getting shared. This will maximize the impact of your content.

Upload press releases

Press release distribution outlets like PR Newswire and PRWeb are a great way to expand your reach online and potentially get picked up by blogs and news channels online. You'll need to have something noteworthy to build your press release around, but a new app feature, method of use, success benchmark, or piece of data can all qualify.

The world of business is always changing – let the world know about it!

Be social

This is a no-brainer online. Make use of as many social media channels as you can, post regularly, and join the conversations. Don't be spammy or irritating – just be a part of things. A little bit of participation can go a long way!

Publish how-tos

A how-to video uploaded to YouTube is a great way to find your audience online. Your videos can be anything about your business, or can relate to how you potentially are better than your competitors. The important thing will be to demonstrate solid expertise in the your field, so that prospects will come to see that you know your stuff.

Get personal

Sometimes it's interesting to get an inside look into a business. If you have something neat to share about your business, put it out there.

This can be a short video, a picture, a story about how a customer is using an app, or something else informal and internal to your company. It can bring your audience closer and humanize your enterprise, and that's often a good way to break the ice online.

Contests

This is a time-tested way to engage users online. Many people won't take an action if there's nothing tangible in it for them, and holding a contest is a way to give the people what they want. Don't forget to get something in return for entry into your contest, such as email addresses, likes and shares on Facebook, and retweets or follows on Twitter.

A simple prize can be a free month of mobile app and website use for the winner.

With these simple tips, you can go a long way online. Try them out – we'd love to know what you think!