



6 WAYS THAT ONLINE MARKETING CAN GROW YOUR BUSINESS

Advertising and marketing your business can be an expensive process, which is why many business owners rely on mediums like radio for word of mouth to promote their businesses. While this can be effective, most businesses today need to rely on their brand, as well as being discovered online.

Online marketing will deliver impressive results on a small budget if planned and performed effectively.

Consider these benefits of growing your business with online marketing:

1. **Track your return on investment (ROI) accurately.** Sometimes it can be difficult to track your return on investment using traditional marketing methods like print or billboard advertisements.

- With online marketing, you are able to track your ROI using tools such as Google Analytics, which can detail how much traffic and sales each of your online advertisements has generated.

2. **Make quick sales and profits.** It's possible to see quick sales and profits using Pay-Per-Click (PPC) marketing. PPC marketing allows you to show specifically tailored ads to targeted customers by choosing specific keywords.

- Your ads will then be shown when anyone searches for that particular keyword on a chosen search engine, such as Google for example.

- While there is potential for quick profits, there is also a risk of heavy losses if you don't set up the ads effectively. When you're new to PPC advertising, it can be highly beneficial to seek the advice of an expert.

3. **Promote your products and services for free.** Search Engine Optimization, or SEO, is more of a long-term approach, but if done correctly, your website can appear at the top of the search engines for free. This will ensure that many targeted prospects will see your website.

- While this approach can be free, it can be competitive, so many companies pay an expert to optimize their website to ensure that top spots are achieved. If your website does a good job of converting visitors to sales, even paying an expert to get that top spot can be well worth it.

