

High Impact, Low Cost Online Marketing Ideas

Looking for some ways to achieve impact while on a tight budget? Here are a few tactics that leverage new technologies and will help you enhance your sales efforts, reduce costs and reach your audience more effectively. Depending on your situation, some of these tactics could dramatically improve your marketing results!

SEE WHO IS VISITING YOUR WEBSITE, AND WHEN.

Yes, you read that right. You can now get this visibility and dramatically enhance your prospecting. We've been testing it ourselves for the past few weeks and give it the thumbs up. With the basic version, you'll get a real-time stream of what companies hit your website that day. If they came through a search engine, you'll also see what search engine referred them and what term they used to find you. The tool itself is free, with options to purchase additional services such as storing, exporting and analyzing visitor history and connecting to a database of key names and titles for companies who have visited your site. If this sounds interesting, we can help you get set up for a very nominal fee.

MAKE YOUR WEBSITE MOBILE-FRIENDLY.

Do you know how your website looks when accessed via a mobile device? As more and more of your customers are using mobile devices to access the web, it may be an important consideration. Consider the different ways in which a person will find your site and use it. The easier you can make it for them, the better. So, I bet you're going to check out your website on your smartphone now, right? The good news is that getting mobile-friendly is less of an investment than you might think. Let us review your site and give you an estimate.

GENERATE DEMAND WITH SEARCH ENGINE MARKETING.

When prospective customers are ready to buy, you want them to be able find your company. At Pepper Group, Search Engine Marketing means combining Search Engine Optimization (SEO) and Pay Per Click Advertising (PPC). Search Engine Marketing is a complex and nuanced process. It takes strategy, skill and patience, but it has proven to be a very powerful tactic that is very worthwhile.

ENGAGE YOUR CUSTOMERS VIA SOCIAL MEDIA.

Thanks to the magic of open source, content management systems have become very robust and much easier to develop and use. Just a few years ago adding full content management capabilities was a major programming investment. But now it's easier. You may want to consider reprogramming your site and giving yourself the capability to easily keep it up to date, publish new content, and change copy, menus and images at will.



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So perhaps now you're asking yourself, which of these marketing tools can best help me meet my marketing objectives? We'd be happy to discuss these tactics with you in light of your needs and strategy and provide recommendations that will help you maximize your ROI. Or maybe one of these tactics has struck a nerve and you want it in place yesterday. In either case, there's no time to waste. Just give us a call!