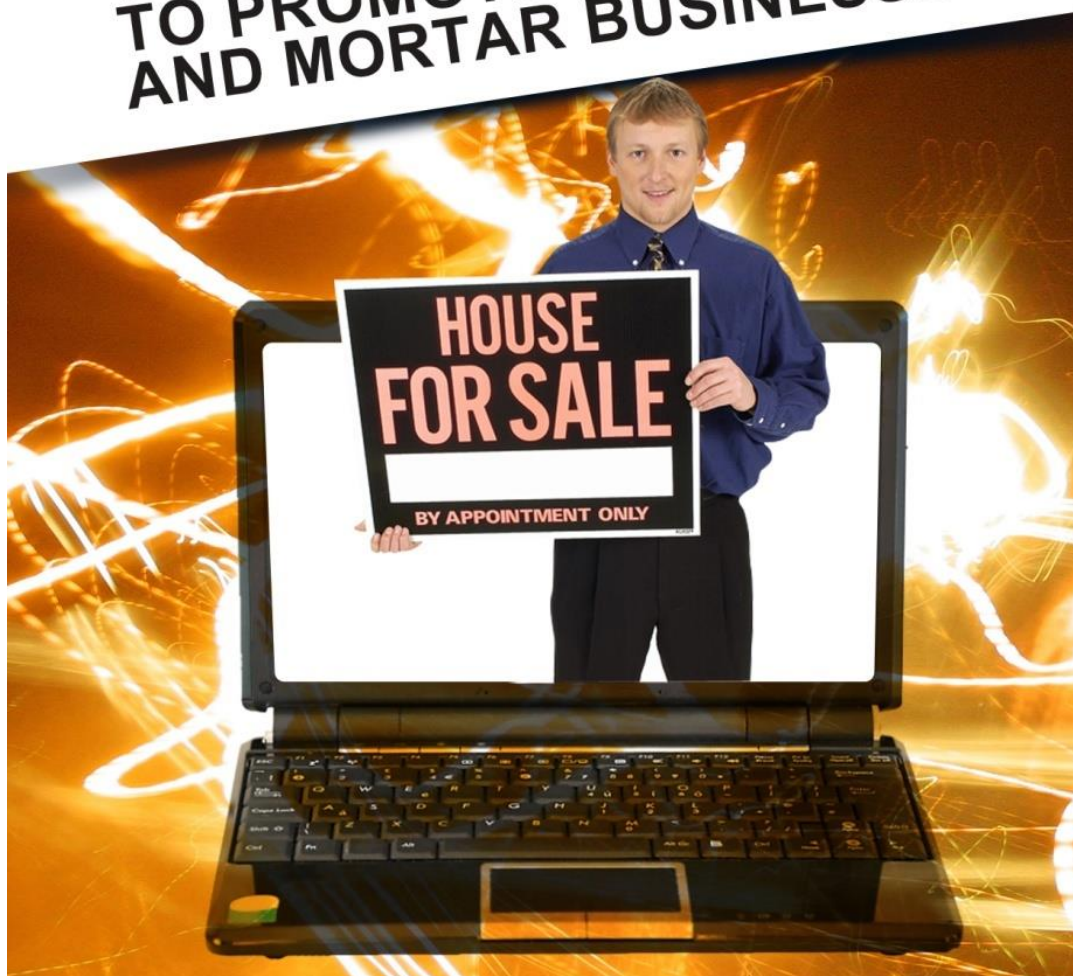


ONLINE MARKETING FOR OFFLINE BUSINESSES

THE DIGITAL WAY
TO PROMOTE BRICK
AND MORTAR BUSINESSES



Online Marketing for Offline Businesses
The Digital Way To Promote Brick and Mortar Businesses

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Foreword

Promotions or marketing plays an important role when it comes to business. The current trend that is happening when it comes to marketing and promotion is that there is great shift between brick and mortar businesses or offline businesses going into online business promotions.

For many, this is really something that they look forward to, since they are able to reach more people in the least amount of time. It is like word of mouth on hyper drive. You can reach and advertise to more people in more countries without leaving the comfort of your office, or home – if you are on a home based practice or home based business.

For some, this is something that they raise their eyebrows to, as a form of skepticism, since this is a big step when it comes to change. From the simple, tried and tested form of advertisement to something that is completely radical.

This eBook will guide you through the process of marketing your offline business.

Chapter 1

Introduction

It Begins and Ends With The Owner

Then again, as a business owner, if you really think about it and if you really consider it, this step is something that can be termed as for the better. With the current fascination that the market has when it comes to online interaction, business transactions and interactions are easier and faster than ever before.

The hectic life that surrounds many people is limiting them in going out to do personal transactions. The internet has taken care of this dilemma. Currently, this dilemma has become a boon for many business owners because they are taking advantage customers transacting online.

New Ways

Time and again, this practice has become effective. For example, banks who offer online services that can be accessed via land phone, cellular devices through text, smart phones and handheld devices. A decade or two ago, this practice was unheard of, then suddenly because of the ever growing demand and need from their clients, there came a solution via the internet in the form of online banking.

Same practice is now applied with brick and mortar businesses or offline businesses switching to or integrating online business practices with what they currently have. This is now setting a new standard when it comes to business practices like promotions and marketing.

Though there are many who are still fighting against this inevitable change, there are those who are taking the leap and are currently joining the bandwagon. They are now seeing the advantage that have when it comes to online business.

Tried and tested practices are essential, they lay the foundation of the business industry, but for businesses and its owners, change is something that is inevitable. Being sensitive to this change is imperative since this is where the majority of the market goes. This change is shifting the business industry and all of its traditional practices and is currently creating its own sets of standards.

Understand that there is now a digital way to promote brick and mortar business, giving them the chance to join the current stream when it comes to promotion and marketing. Join the bandwagon and see what happens.

Chapter 2:

The Differences Between Promoting An Offline Business Compared To An Online Business

When it comes to business, one of the most important factors to consider is marketing. This is one essential ingredient for a business to be known and to succeed. Finding the right marketing avenue is integral for a business. Adapting to what is currently available is one way for a business to join the stream of the current trend.

Offline Business vs. Online Business

An Offline Business concept is actually the usual business concept where the interaction of the business and the customer is more of a face to face scenario. The physical connection is present between the customer and the products that are being sold.

For an online business, the products are viewed via the internet. The whole interaction is done online using payment methods like Paypal, Dragonpay and other forms of virtual banking.

There is really no need for personal interaction between the business and the customer. All is done online and often at the convenience of the customer's home. Though through this practice, the personal

touch is lost, as a compensation, there is a wider market that business can touch.

Promotion

When it comes to promotion and advertising, there are many ways on how to handle them but it would always depend on the situation. The difference between promoting an offline business to an online business is like night and day. Especially with the advancement in technology and with the ever changing demand of the market, when it comes to promotion, business owners really need to step it up.

Comparing the two, offline business promotion is veers more on the traditional practices while with online business promotion, the techniques are more radical and results are achieved faster.

How to Cope with the Difference

For many business owners, there is should be an open mindedness towards change when it comes to promotion. Adaptability to the situation and the current trend is important since being in business is now more competitive than ever.

Looking at the current trends and what are the best practices applied should be a primary concern if business owners want to stay in the race. The flow of the current is really strong when it comes to online business marketing and promotion. Joining in the current stream is important since this will ensure that a business will stay afloat.

There will always be best practices that can be adapted when a business shifts from offline business promotion to online business promotion. It is important that what was learned while a business is offline should also be applied to an online business - that is when the situation calls for it.

Testing the waters and applying what works best is imperative when a business is shifting an integral part of the whole enterprising process.

The shift can be managed with the help of people or firms who have the knowledge and expertise regarding online business promotion. There are many who are well adapted to the change that is happening to the current market and are willing to share what they know.

Chapter 3:

Using Facebook, Twitter, and Other Social Media To Promote Your Offline Business

There are many avenues on how an offline business can be promoted. With the fascination of the masses with social media networks, they are now one of the best ways when it comes to promotion. A lot of people are taking advantage of these because of the large network that it is able to touch.

Facebook

Facebook has really changed the concept of marketing and promotion. Lead generation is important when it comes to business since this is where clients are found. Facebook is a great lead generation tool since possible clients that you might need are already within your circle. Facebook also enables you to create a separate page for business, giving it a separate identity but still connected to your list of contacts.

Twitter and other Social Media Networks

Same logic is applied with Twitter, since you can post pictures and comments for other people to see. It is easier to connect with other people on twitter because all you need are followers for your account.

Taking Advantage of Social Media Networks

In this day and age where the internet has really changed the way people interact, as a business owner, these avenues can be used to promote and advertise your business in a greater way.

When it comes to business, the speed and the scope of the people that you can reach is really important especially with the many businesses that are arising left and right.

For start ups and even for established businesses, social media networks like Facebook, Twitter, Instagram, Flickr, etc are really changing the pace on how business is promoted.

With the ability to post pictures and create comments and tag people, there is more room to reach people outside of your circle of friends or connections within social media networks.

For many people, being connected to what is happening is now an essential part of their everyday routine. Thanks to the invention of smart phones and mobile devices, being online is now a 24/7 deal.

For business owners, this makes marketing and promotion easier since there is an instant connection with their target market and the clear cut advantage of widening their market through their circle of contacts.

Downside

Through this entire process of advancement in technology, it is essential for a business owner to always stay alert for the current trend. There will always be something that is new, there will always be something is hip and happening, and of course, there would always be competition. As a business owner, you should be always on your toes so that the trend would not leave you behind.

For some who think that once they were able to penetrate the market, it just stops there. Remember that this is business and there would always be competition on hand.

There the inevitable change is always present and faster than when you are dealing with offline business promotions. Keeping abreast and up to date should part of your daily routine.

Chapter 4:

What Is “Cartwheel” And How Will It Help Offline Businesses

Target, one of the market leaders in the business industry has launched a new app called Cartwheel. This app enables users to earn by saving from social network giants like Facebook. Consumers then can use this as for goods using their smart phones in any Target store. This is really an ingenious way to earn and save.

The app Cartwheel is actually enticing for the users of social media networks since it hits the requirement of many people – the great love affair with saving money when it comes to purchasing. With the launch of Cartwheel, Target is able to encourage more people to shop and visit their stores vs. shopping online. With over 1,830 stores all over the United States and Canada, they are able to generate more visitors.

With the collaboration that happened between Target and Facebook, the social media giant was able to generate great revenues. Their partnership fitted with the mission statement of Facebook to map relationships between apps and people and to create experiences that would build on the connection.

How Can This Be Related to Offline Business

With what happened between Target's Cartwheel and Facebook, it stands as a good example of how technology can help an offline business. The visibility that the internet allows companies and the interaction that can be built benefits more than just the company. There customer also finds better deals since they have something that they could refer to.

Analyzing the situation and maximizing the captured market that was before them, Target was able to get the visitors that they wanted since they offered promos and saving to customer. Target was able to reach their market in a faster and more effective way vs. them sticking to the usual way of promoting their store and products.

For offline businesses who are planning to join the mainstream of online business, there are many techniques that can be applied that will get the customers to go to you.

Once you are able to generate the attention that you need, you will be able to generate the sales and revenues that will catapult you into a new level. You will be able to achieve more in less amount of time and effort.

If you have a strategy that is simple enough and something that you know will work, you can apply it as you verge into online marketing, just like what Target did with their Cartwheel app.

Target was able to cross the bridge from being a simple brick and mortar company who generated a decent amount of visitors, but with the help of social media networks, they were able to generate more

customers. They let technology be a part of their usual business strategy and it is evident that the effort has paid off.

If you think about what happened to Target, it is a simple matter of letting technology and change take its course. With this decision Target is reaping the rewards of their gamble into taking the next step.

Chapter 5:

The Importance Of Your Stores Website And Mobile Site

Website and mobile site have really made an impact when it comes to the business sector. These are now necessities that a company must have in order to penetrate their target market.

Why are Websites and Mobiles Sites Important?

Considering the fact that a lot of people use the internet and have made this part of their daily routine, website and mobile site are now also an integral part of business. With the demand comes the supply.

For many companies, joining the bandwagon of having a website and a mobile site has created and generated more income for them since they have themselves more available to their target market.

Accessibility is important taking into consideration that there are many other businesses out there that are in competition for the attention of a customer.

Having a website and mobile site gives your business the advantage of being able to provide your products in more avenues than that of other businesses.

With the rampant use of mobile devices and the accessibility that portable and handheld devices give to the public, being at the lead of the pack is imperative and essential in making your business grow.

For a lot of business owners, having a mobile website or a website is not at the top of their priority list since they are used to the usual brick and mortar practices that have been tried and tested.

But being on the realistic side, change is inevitable and change is needed considering how technology is impacting all facets of life. Adapting to what the target market is currently using is actually putting you in the game, giving you the advantage.

Joining the Bandwagon

Mobile sites and websites are now part of the business structure since they are part of marketing and promotions. A company with a mobile site or a website can go further faster than the regular Brick and Mortar Company, or the offline business.

Being part of the online community creates visibility and with visibility comes retention. With retention comes sales and with sales comes success.

Selling is really the end game when it comes to business. But remember that before you can sell, you clients should find you. You can do this by looking at the latest trends on where the people are and where is the target market gathering.

With the current use of technology, everybody is on the day at any given time of the day. For many people, they spend most of the day online, may it be for business or recreation purposes.

At an average, a person is online at a minimum of 2 hours a day. Remember that this is an average. A lot of people spend more, especially with mobile and handheld devices; they are online all the time, 24/7 – nonstop.

As a business owner, you should know where your customers are, and in a sense that is where you should be. So make sure that you join the bandwagon, join the flow and make your company as visible as you can.

Chapter 6:

Using Events For Promotion

When it comes to promotion, there are many ways on how you can do it. Business promotions or events that are linked to businesses are really a big deal. This is where people meet and mingle, this is where they know more of the business and the products and services that the company has.

How to Use Events

Events are places where people meet and gather. This is a prime opportunity for a business owner to introduce his or her company and gather leads that he or she can use in the future.

Events are opportunities that enable business owners to meet people who are outside of their circle of acquaintances and friends. These gatherings or event, may it be a simple birthday or a corporate event, these are opportunities that enable to know more people and gather a bigger market for your business.

Each gathering or event, whatever it may be is always a golden opportunity. In any business, the heart and soul is the people who patronize the product, service or establishment. If you have a limited scope and would like to meet more people, use events as a way to promote your business.

This form of promotion is actually one of the most cost effective ways to promote or advertise a business.

You can meet people, you can talk to them and tell them about what you do, what you can offer and where you are located – if you have a business card, you can also pass these around, since this is an opportunity for you to make yourself known. Talk is cheap but it is effective.

Create and Attend Events

For many businesses, if they want to generate more leads and meet new people, they conduct events as a way of promotion. They would either sponsor other companies' or other people's events and have your name linked to that particular event, or they would create their own event.

Remember that the more that you have your name out there, the more retention you have in the mind of your customers. Your name becomes familiar.

Events can be small and they can be big. What is important is that you have people that you can interact with. You are broadening your circle, you are creating more leads which you can use in the long run.

Commerce is important and there would always be a market that you can tap into. Make sure that you have people that you can connect with, people that can talk about your company, and new people that

you can meet through events that you attend or events that you sponsor.

Visibility is important and make sure that you are out there. Events are prime spots. Make sure that when you attend events, you have a business card ready to give to potential customers.

Grab the opportunity to make yourself known – since this method is inexpensive and can be ultimately fun for you. Make connections that you can use in the future. Create leads.

Chapter 7:

Using Kindle As The Ultimate Business Card

For many entrepreneurs who are stuck with the traditional, there are better options available via the internet that can help you be more visible to your target market. You can actually use Kindle as a business card.

Understand that for many people, if they are handed a calling card or a business card, this would be misplaced or thrown, either intentionally or by accident. Calling cards or business cards does not hold a great interest for a lot of people. They do not capture the attention as much.

One effective way is self publishing using Kindle. In self publishing a book, as a business owner or an entrepreneur, you can make yourself stand out from the rest. This method is really effective since you can create the noise that you want, you can capture the attention of more people in the least amount of time.

Advantages:

Using kindle is really one form of marketing for you and your company. Remember that visibility is a key factor when you are in business. if you are visible, there is retention for customers. You

pique their curiosity into knowing who you are and what you have to offer. Just like a calling card, there is reference to you and your business.

Time is of the essence if you want to be part of the mainstream of things. When you self publish, you can have your material up and running within days.

Comparing it to traditional publishing, which will take months, then it, would require you to go through the entire process of editing, packaging, cataloging, etc. It would eat up more time than you could really afford. With self publishing using Kindle, you can be done in days.

In self publishing, you have the carte blanche with the material and content, giving you the freedom to write what you want in the way that you want it. You won't go through the agony of having somebody look down on your work and make comments that you know you won't appreciate.

You own your content, you control what you write. You can write what you want, you can express what you need to say and own every single word.

Amazon and Kindle are really great platforms when it comes to marketing. You are able to build the credibility that you need and make money off the sale of your book at the same time. But really, what you want as a business owner or as an entrepreneur is for you to be noticed. You will get that once you get verge into self publishing.

Promotion is essential when it comes to business. Using kindle as your calling card, you get the exposure and promotion that you need.

It is really once you understand how easy and beneficial self publishing is. It is important to remember that with the technology that we have right now, processes are easier, you get result fast.

With kindle as your business card, you can be sure that people will be impressed and you will get the attention that you crave.

Chapter 8:

Reputation Management

Reputation Management is a term coined by public relations people in correlation to reputation. This actually pertains to how a person or a business can influence another person's reputation.

The term Reputation Management is often referred to in a negative light, since this is often linked to comments, complaints and reviews pertaining to one's business. But looking at it from a different light, you can also use this to your advantage.

Understand that there is great influence that is involved when it comes to a business' reputation or an individual's reputation. Often this is the make it or break it deal that changes everything.

How to Use Reputation Management to your Advantage

When it comes to reputation management or actually to the reputation itself, aside from the usual negative stigma that it can give to a company, it can also be used to promote your business in a new way.

To use your reputation to your advantage, you need to make sure that what you are shelling out to your customers or what you are doing impresses your clients in a great way instead of depressing or angering them. Stand out and make sure that your customers are satisfied with your performance, products and services.

Don't Let It Go the Other Way

You need to make a conscious effort to remember that when it comes to reputation, there is fine line that you will cross before it goes the other way. True that you will never satisfy everybody, you will not get that 100% record, but make sure that you are at least hitting the 90% mark of excellence to get the right reviews or to get the right reputation.

Reputation is a part of promotion. This is the word of mouth advertising that travels faster than the speed of light. If you have a good reputation when it comes to your business and people can see that, you can be assured that customers and clients will come back to you and they will bring more people in with them.

It is all about the reputation that you have, the interaction that you have with the people that you do business with. This is customer satisfaction working for you.

When a customer is dissatisfied with your products or services, he or she will make a comment about it, same thing if he or she is satisfied with your services. Make sure that you will always lean on the customer satisfaction rather than the customer leaving your establishment dissatisfied.

An unsatisfied customer will always have something to say, and at the same time a satisfied customer will also have something to say.

In business, there will always be detractors, but if you have a great or an exemplary reputation, bad comments from unsatisfied customers will only pique the interest of other customers.

Make sure that each interaction with customer or clients, you are leaving a good impression on this since this will be an essential basis for your reputation. This is really how you are able to manage your reputation.

To help you get started with marketing offline business online, take a look at these Warrior Special Offers or WSOs:

- CollegeCEO's [\[OFFLINE GOLD!\] The Exact Technique I Used To Make \\$20,000 From Offline Marketing Clients!](#)
- Matthew Ianotti's [\[WSOOTD\] Reputation Management Software Biz-In-Box Starting Your Own Business Has NEVER Been Easier](#)
- MsMotivation1's [Offline PLR: Reputation Mgt Q&A PLR Pack: 3 Reports, Videos, Squeeze Pages, Infographic and MORE!](#)
- Marketwar's [\[Offline\]ORM Doctor Plus Released!Guide to Monitor,Manage,Repair Online Reputation{Newbie Friendly}](#)

Chapter 9:

Do You Need A Consultant?

As a business shifts into unknown territory, there is a big underlying question that needs to be answered: Do you need a consultant? The quick answer would be: It all depends on the decision of the business owner.

Is There Really A Need?

For many business owners who are really hands on with the whole business process, the presence of a consultant has a great impact. The general feeling in hiring a consultant could go between the positive or the negative; then again and again it would all depend on the business owner.

There are entrepreneurs or owners who are willing to go the extra mile and really put their minds to work in trying to understand the whole process of online marketing. Investing time and money to do the research needed, put in the long hours of learning the process and scheme of things rather than to hire someone.

Then there are those who would prefer to hire a consultant since they see the process of learning as tedious, time consuming and often, they prefer to have the change implemented quickly.

Again, the choice is with the business owner since he or she knows what is best for the company that he or she built.

Balance

A good practice would be is to balance the whole situation. Remember that this shift is not something that could be considered as small. If a company is established and deep rooted with its way, the shift will create a stir since there is change in the system.

It is important that a business will achieve balance in the shift. One way effective way on how a business owner can achieve this is to learn about the whole process and at the same time hire a consultant.

In learning about the process, there is a better understanding. At the same time, with a consultant afoot, there is that avenue where ideas can be exchanged and vetoed if need comes to be.

The balance is actually achieved in having the best of both worlds, since there are people who have knowledge of the situation. As a business owner, you know the ins and outs of the business and you know what worked and what failed when it comes to promotion. With a consultant, they have ideas and experiences that you can use and apply to your online business promotion.

Brainstorm

Remember that an idea works when there are people who brainstorm about it. Exchanging ideas and best practices is key to making a business into a success. There is magic in brainstorming. It is an essential part of the business cycle since this is where all the pros and cons of a situation are addressed and taken into account.

At the end of the day, it really depends on the business owner, if he or she is comfortable enough to hire a consultant, and if he has the time to learn the whole process and the intricacies of online marketing.

Chapter 10:

Conclusion

Online marketing is here to stay. For the many offline businesses out there, the time to adapt to the change is now. If you really want to see your business go to another level, you should move from the traditional to the modern.

It is understandable that veering from the tried and tested practices is something that can be scary, but consider that even the most traditional companies have opted to join the stream of activity that online marketing is affording them.

Many companies that have been established for many years, some for even a century or two are now part of the online community, where more people can see them. They took that step to reach more people in a faster and more convenient way. For these companies, they have more interaction with their clients since they are available online all the time.

Understand that the impact that the internet has created in the business community, in all its sectors, is felt all over the world. The change that it brought is actually something that is good. Marketing and promotion is now easier, visibility and accessibility is an effortless matter. It's as simple as typing in the name of the company and you have information that you might need.

Transactions are easier since there are many options for online payment, reservations and any other activity that a person might need. Unlike before, a customer needs to be bodily present to make a transaction, now a client buy, sell, inquire, book, order anything online from the comfort of their homes or just about anywhere.

If you really want to see your company take off in new ways, break out of the old mold that you tried and tested and try something that is new and fresh. You can be assured that you are joining something that is now being tried and tested. The good news is that it is showing great results and it will last for a long time.

Adapt to the change, don't be afraid, this is the now, and this is what works. Reach out to your clients, step out of your comfort zone and revive your company. See it take off as you reach out to a bigger market. Remember that the internet is available worldwide. As you join the online community, you are broadening your target market by more than 100%.

It is understandable to be apprehensive especially with the fast moving concepts that are happening in the current times. Remember that there are many experts out here who can help you in making the move from the offline business that you are now to an online business.

They can guide and assist you as you make the change. It is also important that as a business owner, you understand the process so make sure that you do your research and get a fair idea of what is

happening. Change is inevitable. Why not use this change to your advantage especially when it pertains to the growth of your business.

I hope that this book has given you a head start on getting started with marketing your offline business online and to have great success with using this info in your business endeavors.

Best wishes on your ventures.

OTHER RESOURCES:

WP Theme Generates Mobile Site Simultaneously With One Click!

<http://scgoldmine.com/go/?aktiv>

Offline Underground

<http://scgoldmine.com/go/?qwio>

Factors To Consider When Marketing Your Business Online

<http://scgoldmine.com/go/?pwvn>