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Your Local Business: 4 Ways New Customers Find You

the Yellow Pages when they want to find a product or service they need.

It is extremely important that you target the keyword phrases they will be searching for online. You do this by building a keyword listing and utilizing various Internet advertising through search engine optimization.

This is something many small business owners do not want to get involved with. This is understandable and for that reason outsourcing your Internet marketing is a smart thing to do.

3. Print Media. People still like to read things away from the Internet. Depending on the market your business is in newspapers can still be an effective form of advertising.

Direct mail may be a cost effective thing for you to do as well. Other forms of print media that work well are flyers, marketing in newsletters, school newspapers, business cards, and so on.

Anything that gets your name out where people can see it is smart. One thing about print media today is you should be adding your website address to everything that you do!

4. Repeat Business. Many small businesses make the mistake of ignoring their existing customer base. Contacting previous customers is the simplest way to get repeat business.

One effective way to do that today is to publish a blog on the Internet. You should also be using an autoresponder and getting your customers contact info into it.

You then keep in contact with them by referring them to new posts you have made on your blog. You can also send out emails announcing new products your company is offering.

These are the top four ways new customers will find your local business. You should be developing a well rounded advertising campaign that keeps in mind all four of these important strategies. This makes it possible to [make money online](#) for your business.

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