

Zero Cost Local Internet Marketing

Feel the belt tighten? It's getting a little snug, isn't it? Maybe your waiting on your clients to pay; maybe you're wondering why the phone hasn't been ringing - maybe even both.

How does a small company stay positive and continue in forward motion when the money isn't there to do necessary things, like marketing? An additional trip charge on a service call might do it. What about a rate increase?

While all those things are happening right now - **and most companies feel like shaking their debtors upside down until money falls loose from their pockets** - there is another solution.

Staying sure-footed is always the best defense against an attack.

There are actually many ways to improve a negative cash flow situation.

Local internet marketing **does** make the difference between success and failure in a down economy.

Build Your Company's Online Reputation

If you aren't actively managing your website, you may not understand how much it can do for you these days. That initial online storefront is very important for your customers to see. Think about all the businesses out there, competing within the same industry or not, as being on streets in your town.

How does one find what you offer without a storefront?

It's the same thing online. Right now, websites can be managed to do incredible things for your small and local business. You can learn how do them yourself through detailed tutorials, or hire a company to do what needs to be done. It isn't rocket science, but it is time consuming. Here are some things you should learn how to do to keep your storefront actively working for you to bring in more paying clients, and *fewer tire kickers*.

- Learn SEO, or have your site optimized by a professional.

Mandatory. You have a responsibility to your business to be found online, and learning how to stay on that front page - near the top - is the only way you will. Few look beyond the first page of search.

- Develop an email campaign by building a list of subscribers.

This is done most easily through a newsletter blog, but can also be written simply with a template. It should have all your contact information in it, as well as a way to put specific messages in front of a specific audience. Targeting that newsletter will bring in more business already looking for what you provide.

- Set up your Facebook Business Page.

Actively promote it in your newsletter, on your website, in your printed materials, and through all of your networks, online and off. It should even be on your business card. Then update your messages a couple of times a day and respond to comments.

- Learn [The Very Best Way to Use Twitter for Local Business](#).

This reference guide will show you how to implement responsible Twitter use within your company by learning to work together to build a strong local following.

- Blog. Blog, blog, blog, and then blog some more.

A blog can be written, or it can be 1-2 minute short video, or it can be updated with before and after pictures. You need this updated content on your website, and you need to promote it with your newsletter, social networks, and everyone who contacts you for business. This information also belongs on your business card.

- Make sure your business information is submitted to directories, not link farms, but directories.

Valuable back links provide exposure for your business. Claim your business on ALL local platforms such as Yelp, MerchantCircle, Google Places, Yahoo, Bing - just to name a few.

Local internet marketing costs zero dollars to perform on your own, but you will spend your time. The results don't happen overnight, either. Implementing these things into your plan will help you stay focused on the positive, and you'll be exposed to more insights as you go forward. Not everyone will have the capacity to overhaul their strategy.

You want to be on the side that succeeds.

The truly wonderful thing about taking control of your online business presence is that it represents a strong foundation. The online world will continue to change. It will continue to grow, and it will be even more flexible and versatile.

When your business grasps these basic concepts, it won't be impossible to grow with the changes taking place. Instead, your company will be part of a natural progression in marketing trends that are inevitable as online culture evolves.

Zero To Sixty Marketing LLC improves online performance for small businesses within their local and national audiences. Contact ZeroToSixtyMarketing.com to learn more about SEO services and local internet strategies that bring paying customers to you.