

Online Advertising Services: Best Fits for Your Business

Successful businesses have the same thing in common: They were built from the ground up. What starts as an idea can evolve in to a multimillion-dollar operation, but that success doesn't come overnight or without reaching a few key milestones along the way. The best ideas in the world never get past the proverbial parents' basement or friend's garage if they are not marketed correctly, and the correct form of marketing can change your business physically and financially. Does leveraging the internet to build your business sound daunting to you? Don't worry. We're here to help. We've identified three common struggles associated with new businesses and the ways to move past them using online advertising.

1. If you're overwhelmed with the possibilities, consider social media advertising.

Online advertising drives traffic to your company and gives you the opportunity to turn casual browsers into loyal customers, and social media is the method that most startups and small businesses use to get their foot in the door. What makes social media a wise choice is three-fold: it's used universally, it's cheap, and it has a giant reach.

Social media's popularity has exploded in the last decade and it doesn't look like it's going anywhere any time soon. Can you name one person who doesn't have a smartphone or isn't on social media? Take advantage of the fact that most people who will be experiencing your business have a social media presence. Offer discounts for check-ins on Yelp or Facebook, create partnerships with loyal customers who mention you on Instagram, or create a custom Snapchat filter for your brick-and-mortar store. There are so many possibilities!

All an up-and-coming business needs to harness the power of social media is a reliable internet connection and a functioning computer. For very little money, startups and business ventures alike can promote on social media. With platforms like LinkedIn, Facebook, Instagram, and Twitter, entrepreneurs are able to target a large audience and communicate with customers in real time, which creates a reputation of responding to complaints quickly, answering questions, and showing general interest in the clientele. This kind of treatment is a surefire way to gain lifelong customers.

As a social media user yourself (don't lie, we know you at least have Facebook!), you understand firsthand that the reach of social media knows no bounds. Think about the massive amounts of business that are out there for the enticing! If you wow your customers with your services, they can use social media to recommend you and your services to their friends and family, thus driving more business your way with each passing connection.

2. If you're concerned about driving traffic to your business, consider your landing page.

First-time visitors to your landing page or website carry a lot of weight. By having a well-designed, user-friendly landing page, you will draw people in and have them wanting to learn more about who you are and what you do. Creating a landing page takes all of the necessary

elements of a successful business – compelling storytelling, gorgeous imagery, a recognizable logo, and a stellar product – and tells your visitors how and why you are worth their time and money in one easy-to-navigate package. There’s a reason the phrase “you only have one chance to make a first impression” is used so often. It’s true! Take the opportunity of customers experiencing your brand and site for the first time and really blow them away.

Though good design is important, you can also use the invisible tools provided by the internet, like SEO and market segmentation, to make sure that when people are searching for a particular good or service, yours comes up in their browser first. Let’s say, for example, that you work for a company that sells protein shakes and products for healthy weight loss. Instead of using the opportunity for SEO to highlight the specific names of your products, like MegaMax Supreme, instead use the tag “protein shake” or “weight loss” so you don’t lose your audience to niche language that they don’t understand. Think about how many times you search for the idea before you search for a specific product. People around you most likely do the same.

3. If you’re worried about creating a recognizable brand, consider hiring a professional.

There are certain brands whose logos are enough to elicit fond childhood memories or inspire you to buy that brand-new car. Of course, every business aspires to reach that level of recognition but often faces confusion about knowing where to start. This is where the pros come in. Using an advertising agency to highlight the strengths and weaknesses of your business and take the necessary steps to improve the good and eliminate the bad can do wonders for your bottom line.

Not to pat ourselves on the back, but Webpage FX specializes in this kind of service, and we’ve been doing it for clients like you for years! We’re dedicated to analyzing what’s great about your business and creating a fine-tuned, custom approach that works best for what you need to be successful. [Check us out!](#)

Navigating the nuances and corners of the internet can be overwhelming, but by not utilizing these thousands of amazing tools, you could be missing out on valuable exposure that you wouldn’t get otherwise. Next time you’re crunching numbers and frustrated with where to go next, look no further than your laptop for an extra boost in your marketing strategy.