



REACHING OUT...

Time to move on to other alternatives

According to experts, the economy is headed downhill. If you think 2008 is bad, they're telling us that we should all hang around and wait for 2009....it's going to be even worse. However, this is just one group of people talking about how our ailing economy is not going to recover so soon. Does it help? Well, it certainly does not give any single one of us confidence in surviving in this already-extremely-difficult world where every single business is suffering mindlessly. Clawing around for business, that's what we're all doing.

Does this mean that all business is going to die? No one will survive the impending economy crisis?

I, for one, don't think so. Why am I so optimistic about this is because I see a door. Yes, a very big door left ajar by the dying economy. By opening this door, it leads on to a very big open field with chirping birds singing their joyful song in the morning and then there's vast space for little kids to run around.

I am talking about the Internet.

Ailing businesses or business owners who are seeking for growth and survival should look towards the internet

In this time and age, everyone, especially the youngsters, have internet access. They're so connected that they practically know when one goes to the toilet while

another visits his grandmother. They're so connected that they're literally living in cyberspace together. They're so connected that even when they're sitting right next to each other, they post messages to each other in each other's blogs and facebook accounts.

Now, tell me THAT isn't funny.

What does that mean to businesses? It means that if you've not gone online where your consumers are, then you're going to be left behind. The same way the law of survival works in the animal kingdom, only the fittest will survive this rapidly changing world.

The change that affects the people affects the economy...and it affects your business

Retail shop owners are always talking about renting shops where all the people are and how it's because then, business will bloom because they're right smack where everyone is. Well, the same goes for your business now.

Most people, regardless of age, are online these days. And if you've not thought about taking your business online, now is the perfect time. With the rising cost of living and when every marketing cent spent hurts like hell, it's time to explore other alternatives. This alternative has been there all these years but only smaller businesses explore them because they're more affordable.

But if this alternative marketing method can work for **small businesses**, imagine what it can do for **big ones!**



STEP OUT AND EXPLORE THE WORLD OF INTERNET CONNECTIVITY

For some companies, using the internet as a marketing method is a lot like stepping out of their comfort zone. And whenever someone is stepping out of his or her comfort zone, the feeling is a little uncomfortable.

But it's not as bad as you make it sound. The most important thing for you, right now, is to find someone who can really give you the exposure that you want and have experience in dealing with your business in a way that it can not only help your company survive but GROW in the current economy.

Here's what we're talking about.

- ONLINE presence
- EXPERT image
- BRANDING
- CONNECTING with your potential customers
- Collecting FEEDBACK from the people who purchase your products & use your services

The question, now, would be **HOW** ?



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Your Website

Having your own website that clearly shows your potential customers what you have to offer. Don't beat around the bush and put a lot of fancy stuff in there. Be precise, be professional but most importantly, show them, in the shortest period of time, what you're all about.

Your Blog

If you don't already have your own company blog, NOW is a good time to start one. If you get one of the free blog services, you pay NOTHING to start one. If you decide to host your own blog yourself, trust us, the cost of starting one is minimal. It's nothing compared to placing an advertisement in a local daily and the effect is far bigger and better.

Connect, connect, connect

Many people have heard of the term web 2.0 but don't know exactly what the term means. It simply means a platform whereby everyone gets to interact with one another and making the world a much smaller space. And when connectivity, your chance is here to get other people to help you spread the message and also promote your products for you. This is the age-old WORD OF MOUTH MARKETING, only this time, it's on an electronic platform.

Share, Share, Share

Share your thoughts, your ideas, news that you like, write articles and post them up and just share selflessly with others. The idea of doing this is to get others to sit up straighter and take notice of you. If you give them good enough stuff, they'll remember you. Even if they don't need your products now, they will come to you WHEN they do. Don't forget that.

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It's now all about links

If you've read a lot about online promotion, you would've heard about search engine optimization. SEO is an old tactic now and the last we heard, people are actually doing it for free! Now, it's all about in-coming links. The more in-coming links you have, the more popular search engines think you are....and, VIOLA, the higher you rank in search engines for the keywords that you want.

Establish yourself as an expert

We're not going to lie and say that this can happen overnight. If someone tells you they can help you do this, shoot them. Establishing yourself as an expert in your field of work or industry takes a lot of hard work and patience...not to mention TIME. Using the internet, you can help others see your worth and everytime they think of something, they think of you.

Brand yourself online

This is the way we see it....if college students can brand their own pet turtles, there is absolutely no reason why you can't brand your own business online. The more people see you online, the more they like you, the more they remember you. Just remember not to do too much hard-selling and go overboard with the 'chummy' business thing.

Watch your business as you turn the world into your retail outlet

eCommerce is one of the best ways to open yourself up to new businesses. It's not expensive and neither is it complicated. Once you have set up your own 'e-tail outlet' and if you do your marketing strategy up properly, your world is your shop. Many people shop online these days and if you don't tap into this market, we can't tell you how much sales you're actually losing out on.

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Reach out and explore the world of business that can potentially be yours.

REACH OUT....and the
possibilities will come to you.

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