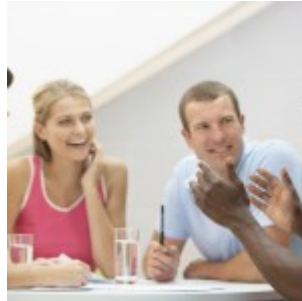
A photograph of a cobblestone street in a European city. The street is lined with colorful buildings in shades of yellow, orange, and red. The sky is blue with white clouds. In the foreground, two people are walking on the street, one holding a black umbrella. The overall scene is bright and sunny.

Advertising: Self Promotion - Web Design Imagineers

Mini Ebook Series by Edward C Blanchard

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Self-promotion is similar to spreading the word by any other means but with an artistic approach. If the artistic part were taken out of the equation, advertising would seem somewhat clumsy rather than self-promotion. There are many steps involved in this process. The first step is to collect and create useful content relating to the topic, which is a not an easy job.

In today's fast paced world, owning a website for your business is an absolute must, which is not a big deal, with so many people available who excel in [web design and also offer competitive rates](#). There are many types of technologies involved in the creation of a website, some simple, some very complex. Good graphics should be incorporated too, to catch the eye of the customer.

After the creation of your website, the content should be emphasized upon. A copy writer who has expertise in search engine optimization should be employed, so that the pages rank among the top searches on Google, Yahoo etc. Search engines have become universally necessary and your website doing well on them plays a far more vital role than getting other kind of references. Hence, efforts should be made on making good progress in this area, to bring your website's rankings to the top. Also, material on the website should be updated frequently to meet the needs of the search engines and of course your readers. [Get someone to design a logo for the company and a website which is eye catching, delivering the right message to the customers.](#)

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Other than website content, articles should also be published in newspapers, magazines and online publications especially business oriented ones, emphasizing on ten strong points which describes the best features of the business or product. Online publications with strong back-links will help provide successful searches to the targeted audience.

The next method of advertising should be television. A regionally targeted commercial during prime time is not expensive these days and will spread the message to a larger demographic audience. The content of the advertising should be akin to the value of the product. Personalities can be brought in to endorse the product, which will not only attract people but also their fans in buying the product.

From time to time it is essential to review past work and improve on previous content. Once earlier mistakes are dealt with, it would help to analyze earlier milestones, awards, and acquisitions. This increases the chances of highlighting something that really deserves to be brought to customer's attention. The more accomplishments you display to readers, the more fans your product will get.

Reviewing competitor's work on a regular basis would prove fruitful too. This would also help identify loopholes in your product that have been overlooked before and would provide key issues to improve on.

Although this is an old approach, snail mail is also a good advertising method. As it's a more energy consuming approach, it's important that you have properly targeted addresses of people who are in need of the product. Regular mailings containing details about new developments will keep people informed about your company's products. Email marketing is of course a far cheaper and less time consuming approach compared to regular mail, as you can bulk email to as many people as you need at any time.

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Before releasing any product in the market, product testing should be done by issuing samples among targeted customers. Their feedback makes it clear as to whether the product is ready to be released into the market or whether changes should be made to make it more appealing first. It is recommended to approach sincere friends, acquaintances, partners and clients at first to test your product and then go public.

To achieve brownie points, address your customers and clients personally and show your appreciation for their contribution in making your product popular. Send a token of thanks on special occasions like anniversaries or on accomplishing an important task. Customers may also be thanked by offering special discounts and free gifts.

After gaining popularity, focus should be on retaining reputation rather than taking things for granted!