

[New] Ways to Think About Connecting With Your Audience

1. E-mail Marketing

Electronic marketing is becoming more widely accepted as a form of marketing. Not only does it have an almost infinite reach potential, but it costs a mere fraction of the cost as other traditional marketing vehicles.

TIP: Send an e-newsletter monthly or quarterly to existing and potential clients. Recipients can even forward the e-mail on to others, giving you even more bang for your buck!

2. Social Media

Web sites like Facebook, MySpace, Bebo, and Hi5 have exploded with success within the last several years. And the demographics are shifting: it's not just tweens that occupy these sites any longer. There is an enormous untapped social network audience out there.

What are the facts? Spending on web advertising is on the rise in general, and will continue to grow with the continual emergence and growth of online social networks. Invest a few marketing and design dollars in a web banner ad or short video. The ROI might surprise you.

3. Mobile Advertising

Yep, they call it a "Crackberry" for a good reason. This type of media is forecasted to be the newest marketing trend over the next few years. More people than ever check their e-mail via cell phone, browse for movie times, and GPS their way to a destination. Since your audience is already paying close attention to their handheld devices, why not utilize that as a marketing platform?

4. Social Responsibility

You can't help but hear it everywhere you turn, "Go Green!" It might be more cost effective than you think. There are recycled paper stocks [or go paperless when possible, i.e. e-mail newsletters and invoices], and ink and electronic safe dumping stations [your local office supply store]. Give back to the community. Set up micro loans. Not only will you be helping the world around you, but you will be creating a positive vibe for your company that clients will be attracted to.