

How You Will Lose Business this Year

What traditional media doesn't want you to know
about your advertising and marketing needs

By Bob Yeager

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Traditional advertising and marketing media management companies are continuously trying to convince businesses that radio, newspaper, television and the Yellow Pages still work. In this manuscript you will see why they do not work and how you can allow your same or less marketing dollars be stretched further to gain more exposure and profits for your business.



Feel free to pass this report off to a friend or colleague for the purposes of allowing them to have the information contained within. It is the hopes of our firm, [eWeb](#) Marketing Management, that you have been provided with all the information you need to be sure your business has the competitive edge.

DISCLAIMER: As of the time this manual was written the information contained was as accurate as the author could make possible. Nothing in this manual should be considered legal advice. If you should need legal advice for your business, be sure to contact a legal professional in your area.

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Today's media marketing is going in a different direction than most people may have expected. Can you remember the last time you received a phone call from your local Yellow Pages ad? Well, phrased differently; how many phone calls have you received as a direct effect of that ad?

My guess is that you've been paying a lot and not getting a lot of exposure in return. The same thing is happening with newspapers. Why do you think it is that local and national newspapers are downsizing and closing their doors at a historically rapid pace?

It has nothing to do with the cost of printing, paper and distribution. It is directly due to the fact that their clients have decreased spending on advertising within those papers. Why do you think that is?

Traditional newspaper advertising and Yellow Pages ads are too random. They are being distributed to people who are not necessarily looking for your type of business. The approach of today's marketing and advertising must be more focused, more direct and targeted to a specific demographic of clientele for your business.

Even radio is becoming a thing of the past. Newer automobiles are coming equipped with MP3 players and Satellite Radio. You would need to have a pretty big budget to have an ad on the satellite services. MP3s are being downloaded from the Internet to allow the listener to have ongoing listening enjoyment without having to be flooded with ads.

What about television? Pay attention to the next television advertisements that you see when you are watching the big game. Do you notice how many of them are listing website addresses and even links to their Facebook or Twitter account?

That's right, even the big boys of the marketing world are beginning to understand that as of 2008, almost 80% of US households spent 87% of their time viewing videos on-line versus watching television. Why do you think that is? It has a lot to do with the fact that the viewer can take in more information and

entertainment in a shorter period of time without having to endure lengthy television commercials. They get to choose what they watch, when they watch it and how many times they can view their favorite program. They are not restricted by media scheduling. Also, when they ARE looking to make a purchase, or learn information about a product they are interested in they search Google.com for the information they are looking for. The consumer is evolving into choice marketing and they are deciding when and where they want to see ads and marketing.

In 2004, a consumer research panel did a study where they had asked a focus group where they find advice and information. Back in 2004, a majority of the focus groups stated that they find their information or get advice from clergy, television, 411 or the library.

That same study was conducted again just this past year. When asked the same question, the same group of people stated that they get advice and information from strangers who are positioned as experts on the Internet.

Imagine. People have gone from utilizing traditional advice resources to basing their search for knowledge with the Internet. What does this tell you about your business? Do you know how to get your business noticed on-line? How to be in front of your market and positioned as the expert in your industry?

Did you know that you have the capability to dominate the directory and search listings of your local market place? That's actually what [eWeb](#) Marketing Management specializes in. We position our clients' websites and businesses on the Internet so that when people search for products and services specific to our clients' business, our clients are the ones those people turn to.

Why? Simply because, our clients' on-line real estate is positioned on a mass scale for more recognition and views. It causes a viral element to their marketing that their competitors cannot equal. Take a website for example, a stand alone website is not powerful enough to be ranked in the search engines or to generate traffic that will later buy your products and services.

This is where most companies go wrong. Many people believe that a website is like a bill board on some information “Super Highway”. That was true about ten years ago. Today’s Internet is a much busier place. Where that so called “Super Highway” once was, a freeway has been built over top of it. Now, that highway is nothing but a long alley that no traffic would dare travel. With that said, your website is a billboard in that back alley. With no traffic moving past your billboard, there is are no customers stopping at your shop.

You see, the Internet is not all that different from traditional brick and mortar businesses. Position your business in a high traffic area and use marketing and advertising resources that will bring in targeted customers who are looking for your particular type of business or service.

Easy enough right? Not really, terms that float around the Internet like SEO, social networking, viral marketing, video sharing, social bookmarking, blogging, keyword optimization, PPC and CPM mail drops are all elements that make an Internet based business, or marketing for a brick and mortar business on-line, possible.

The problem is, and this is where most business owners fail on-line, all of these components change on a continuous basis. There is extensive quantitative research that must be done on a daily to weekly basis. Your website must be continuously enhanced with content and SEO to improve its reach to your market place as the search engines dictate.

PPC and CPM advertising must have a baby sitter looking after them around the clock to insure maximized results. Every word you type, every widget placed, every plug-in and tag must be configured to improve your viewer rate and traffic. Then, testing and conversions need to be looked at for the call to action you would like for your prospects to take. This isn’t a game. It’s a business like any other.

With that in mind, would you replace the motherboard on your computer when you are in the middle of your work day? Or would you call a certified technician that specializes in that service? You’d call the technician, right? Then why is it that

so many business owners attempt to tackle the world of Internet marketing on their own?

At [eWeb](#), we have three top SEO specialists, two veteran webmasters, a project management and back-end support specialist, a master copywriter and advanced marketing strategist, as well as our own executive virtual assistant, sales consultant and closing specialist. We ARE what the web demands for marketing and business. There are no other teams out there today that can compete with the assembly of top in house professionals we have. Our prices are customized to suit your specific business needs. We have positioned ourselves to be at the very top of our industry when it comes to service, price, results and professionalism.

Stop allowing traditional media to hold you back. In today's competitive marketplace you need the commerce of technology... Internet commerce. We offer you a staff that is comprised of entrepreneurs and specialists that understand what today's business owner demands in a marketing team.

You really have nothing to lose. Go to our [Free Quotes](#) page and allow our team to look over what you have so that we can figure out a customized marketing and Internet business solution for your new or existing business.

You will then have the information that you need to move forward and ahead in today's competitive market space. From conception to completion, allow us to do the work while you enjoy the freedom a business owner is supposed to have. We strive on the fact that we never present you with any type of solution until we analyze exactly what solutions your particular business is in need of.

Go to the form and let us put together a quality custom quote for your individual business needs. [Click Here to Continue](#)

