

11 Effective, Low-Cost Offline Strategies For Generating Website Traffic!

by Automatic-Mail.com

Search engine optimization is one way to drive traffic to your website when a consumer says, "I have a need. I know what it is. And I'm ready to buy."

But for the most part, you need to remind the world continually that you have an outstanding website... and that they should visit. Keep in mind, however, that you not only need to tell them you have a website, but you also want to provide them reasons to take the time to visit.

Here are 11 low-cost ways that you can bang the drum offline in order to stimulate activity at your website.

1. You're doing it already... but be sure that you include your web address on all stationery, business cards, sales literature, mailers, trucks and other vehicles, outdoor signs, and so on. In other words, if it has your name on it, it should also include your web address.
2. Promote your web address in any display or classified advertisements... including trade journals, newspapers, yellow pages, and industry directories.
3. If you write articles for others that they use in their newsletters or publications, require (or strongly request) that they include a link to your website... along with a one-line description of what you offer.
4. Include your web address in all press releases. When appropriate to do so, include a one-liner explaining a key feature or benefit about your website.
5. Offer free services... free information... free ideas... free installation manuals... free reports... free online calculators... or free anything in any marketing or advertising you do. People seek out free information. What you see as "everyone already knows this" could be vital, relevant information to someone else. So give it to them... and give it free at your website.
6. If you have a company newsletter, include an article in each issue that highlights additions or changes to your website.
7. Make sure everyone who answers your company's phone line or deals with the public in any way, shape or form, knows what your web address is and the type of information that's available on the website.

8. Add your website address... and information about new web features... to your company's message on-hold.
9. When talking to the press, remember to mention your web address.
10. Include your web address on all t-shirts, posters, buttons and other promotional giveaways.
11. Make new features at your website the focal point of special mailings ranging from postcards to entire campaigns. For example, when you add online ordering, 123 hot new items, or quick-ship program, use direct mail to promote these features.

One more thing: The world is pretty savvy these days when it comes to the Internet and World Wide Web. When you include your web address, it's no longer necessary to provide a "complete" address, such as <http://www.YourDomain.com>. Simply say, "See us online at **YourDomain.com**." That'll get the job done.

CONCLUSION: There's tremendous leverage in using direct mail to drive website traffic. Instead of mailing reams of paper, a simple postcard, flyer, or invitation can motivate prospects and customers to visit your website... and to see your entire product or service offering. This leverage factor allows you to mail with greater frequency while you reach a larger audience.

To learn more about specific, cost-effective strategies you can employ to drive traffic to your website from the outside, visit www.Automatic-Mail.com, today!

About Automatic Mail Service, Inc.

Your 360° Direct Marketing Success

We drive sales! Since 1971, Automatic Mail has served its customers with A+ service:

- Ensuring your success
- Freeing you to focus on your business
- Making your marketing efforts more effective and your direct dollars go further

Automatic Automated Marketing integrates your direct print marketing and lead generation with your Website, email marketing, and a master customer data management system. Increases response, ROI, your bottom line.

Keeping up with your clients' needs is overwhelming. Managing your sales pipeline is a challenge.

Automatic Automated Marketing delivers sophisticated, easy-to-use marketing integration tools.

- Improve ROI of direct mail
- Track who is doing what with your print mail, emails, Website.
- Accurately target print, broadcast, online messages.
- Nurture leads and deliver the information they want.
- Cross-sell & up-sell more effectively.
- Manage your clients and your prospects easily, successfully.

Automatic Automated Marketing delivers sales ready leads plus the tools to manage them throughout the entire customer lifecycle.

Feedback

If you have any feedback or any questions, please email or call Automatic. No matter is too small.

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