

Why Market Online?

Marketing online is stretching marketing budgets for many companies. We are all looking for ways to marketing more efficiently and effectively along with saving as many dollars as possible. The solution? Evaluating marketing online. Marketing your business online brings with it many benefits that are not available with traditional and offline marketing.

- **Marketing Online Benefit #1 - You can make changes on the fly.**

One benefit of marketing online versus offline marketing such as placing traditional advertisements in magazines, newspapers or on television is that you can change them on the fly. By monitoring and tracking how your advertisements and marketing efforts are doing you can make the decision to change a graphic or wording and do it without any problems. This is not the case with traditional marketing and advertising.

- **Marketing Online Benefit #2 - You can track real-time results.**

Marketing online allows you to track real-time results using online analytics to make a determination on how your marketing campaign is performing. There are ways to track traditional marketing efforts, but most the time it cannot be done in real-time. This can mean success or failure to your campaign.

- **Marketing Online Benefit #3 - You can target specific demographics in your advertising.**

Marketing online allows you to target specific demographics such as gender, age and location. You can even target specific income levels, education levels and occupation. You can do this in traditional marketing, but it's not as easy and is often a guessing game.

- **Marketing Online Benefit #4 - Variety of methods in marketing online including email, audio, video, blog, social media and newsletters.**

There are so many options when marketing online. You can use audio, video, blogging, email, social media and ongoing newsletters. If you were to do the same thing in traditional marketing you would need to select several media outlets to cover your bases, not so when it comes to marketing online.

- **Marketing Online Benefit #5 - Instant Conversion Ability**

When you market online you have the ability to convert a customer instantaneously. This is not the case when evaluating marketing options in traditional media such as magazine ads, newspapers or television. When you are marketing online you cannot only capture a potential customer's information, but you can capture a sale instantaneously by a few clicks of a mouse, when it comes to offline marketing it takes more time to convert a customer into a sale not to mention the person power it often requires.