



- e-books or e-zines
- blogs
- online networks
- search engine optimisation.

Having an online presence is almost mandatory these days, but your website needs to be more than just an online PR brochure. You need to keep telling people about it and to incorporate a range of website promotion tactics such as:

- including your web address on all your communication collateral – media releases, brochures, newsletters, business cards, postcards, letterhead, email signatures and invoices
- sending out a regular e-newsletter to your database offering tips and information and a link back to the site
- presenting interactive features on your site that keep visitors returning – perhaps a competition or an online survey as well as lots of free valuable information
- putting your domain name on promotional products such as pens, coffee mugs or key rings – even the company car! Have it on your voicemail messages or your on-hold message service.

7. Promotion – competitions or giveaways are a good way to create further awareness. How much would it cost you to buy and install an accounting software program for a small business competition winner? It wouldn't be too expensive but I'd say it could help you win some potential new clients.

MAKE PROMOTION A PRIORITY

As business owners we do wear many hats – that of entrepreneur, financial controller, lawyer and salesperson. Often the one area that gets overlooked is the communication and promotion of the company. But as the infamous promoter PT Barnum once said, "Without promotion something terrible happens...nothing!". **NA**

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