

# OFFLINE MARKETING SECRETS

HOW TO START YOUR OWN OFFLINE BUSINESS,  
GET CLIENTS, AND SELL IN-DEMAND SERVICES



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# Table of Contents

<b>Introduction.....</b>	<b>4</b>
<b>Proven Offline Marketing Methods For Beginners.....</b>	<b>8</b>
<b>The Different Offline Marketing Methods .....</b>	<b>10</b>
<b>How to Outsource Your Services for Profit .....</b>	<b>12</b>
<b>Common Mistakes In Offline Marketing .....</b>	<b>16</b>

## Introduction

At some point or another, many Internet marketers or Internet business owners decide to experiment with the idea of developing an offline business either to complement an existing, web-based business or simply as another means to make money.

We're currently in the Information Age - an era where information is shared among people almost at the speed of light. This, of course, was made possible through the Internet. As more and more people are getting online, online marketing has reached a level in a way that marketers from decades ago can only ever dream of. With that in mind, many marketers have used the Internet as a powerful medium to market their products and services that they completely shelved the notion of using the ever reliable method of offline marketing.

This is a grave mistake any marketer shouldn't commit, since offline marketing is as essential as it was decades ago. It is also made more significant if used hand in hand with online marketing.

In this report, you'll find ways and tips to starting your own offline marketing business.

## **Benefits Of Offline Marketing**

The recent surge in popularity of the Internet has led many to believe that offline marketing is a thing of the past. Dead wrong. Sure, it can't be denied that online marketing can help bolster a business and catapult it to new heights, but while more and more people are logging in to the Internet, there are still billions of people who still haven't had the inclination or the resources to do so.

Go to a city and look around you. Billboards, flyer, newsprints and other advertising mediums still surround us; a large portion of the populace still relies on the Television and the radio to entertain them selves. This proves that the influence of TV ads and radio ads still has the same effect on consumers as it had before. Even up to this day when online marketing has hit its stride, offline marketing, still, has advantages its online counterpart couldn't have.

### **Brand Awareness**

Most people are more likely to trust products that they have seen offline. This is pretty understandable if you take into account the amount of scams that have proliferated over the Internet. Offline advertisements also seem to give a more "tangible" effect on people, since they are more traceable to something that is deeply rooted in reality. This is not to say that online ads are a figment of our imagination, but you have to admit that the companies that turn up offline ads have a more profound sense of accountability since you can directly contact the TV stations, radio stations, or the publishing house that have agreed to display those ads.

Another great thing about offline marketing is that you yourself can be your own walking advertisement. A T-shirt displaying your brand name and its accompanying slogan is a powerful advertising material, especially if you are always out and about and interact with lots of people. If you travel by car

frequently, a car sticker can be extremely helpful in increasing awareness of your products and services.

This one is also extremely important: never forget to place the URL of your website on your ads. It will be a total waste if your ads are able to grab the attention of consumers only to have them scratching their heads in the task of trying to find out how they can avail of your products.

### **A Vast Market Reach**

As has been mentioned earlier in this article, there are still a lot of people who have never logged in to the Internet. Internet users comprise only a small portion of the demographics. To remedy this situation, offline marketing needs to be administered in order to fill in the gaps.

### **Packs More Punch**

The tangible aspect of offline marketing also provides you a lot of room to use your creativity and imagination. For example, you can set up your own booth in a country fair, maybe hire some mascots or entertainers, or maybe set up a contest where many people will be introduced to your product while they're having fun at the same time.

Contrary to popular belief, and as proven by the points made in this article, you'd do well to use offline marketing methods in order to improve brand awareness, increase market reach, and have more leeway for creativity. If executed well, offline marketing can catapult your business into new heights.

## How To Get Started With Offline Marketing

Getting started is requires some form of knowledge on sales and marketing. The best way to start is to establish your own website for clients to order and view your services offered.

To setup you own website, I'd highly recommend you register for a domain name at [www.godaddy.com](http://www.godaddy.com). Once you've registered a domain name, you'll need web hosting so you can upload your website. You can get web hosting for less than five dollars a month. Go to [www.hostgator.com](http://www.hostgator.com) to view their packages.

Once you've registered, you'll want to setup a website for your offline marketing business. You can simply setup a Wordpress blog which can then act as your main homepage. Go to [www.wordpress.org](http://www.wordpress.org) to learn how to setup Wordpress on your website.

In terms of content, you'll want to list your services, contact details, prices and any other important details clients would want to know when hiring you. In the next few chapters, you'll learn what types of services you can offer, and how to outsource them. But first, it's ideal to get your website first before anything else.

## Proven Offline Marketing Methods For Beginners

To bolster your marketing efforts, here are important offline marketing methods to help you out.

1. Direct mailing is a method that is no less effective as it was before even with the current popularity of emails. Direct mail comes in the form of flyers, brochures, letters and postcards. You can also create your own hard copies on your own printer to reduce costs. Mailing postcards are also cheaper than mailing letters and fliers, so make sure that make use of this method to maximize your capital.

One avenue where you can focus your direct mails is the brick and mortar businesses. This is obvious for the fact that an actual physical establishment can have offline marketing materials that employees can read at their own leisure. So don't forget to include these establishments in your recipients list when you distribute your direct mails.

2. Conducting seminars, workshops and symposiums can go a long way into making your business more visible, and at the same time, showcase your expertise on matters concerning your niche. If you are able to build a reputation in the industry you're part of, word will spread, and this in turn will help make your product a household name.

3. You can also advertise in newspapers and magazines. This type of offline marketing campaign can cost you some money, so you'll have to tread carefully and make use of your budget wisely. The key here is to choose the right publications that will advertise your product. To do this, you have to pick the ones that distribute their papers at a high volume. If local, pick those whose area of distribution has a large population. Another important thing: since the popularity



of the Internet, magazine and newspaper readership has dwindled, and I would recommend having the ads printed only on Sundays to improve visibility.

4. Charity events are a great opportunity to showcase your product. As one of the sponsors, your brand's logo can be displayed on all their advertising materials. One rule of thumb is that your website's URL should be displayed as well. Do this, and the amount of exposure your product will get will be considerable.

5. Finally, you can use yourself as your own product's advertisement, much like what a mascot does for a company. No, you don't have to wear silly costumes. Wearing a T-shirt with your site's URL printed on it, as well as a car sticker with the same effect, should suffice. When you are your own advertisement, you can execute your offline marketing campaign on a more personal level.

## The Different Offline Marketing Methods

There are different offline marketing methods you can choose from, and all these provide various benefits.

### Print Marketing

As the name implies, marketing by print pertains to posting advertisements via paper. You can do this in three different ways, as follow:

- Newspapers and magazines. This is an expensive print marketing option because you will have to pay for ad space. Depending on the popularity and circulation coverage of the paper, you might pay higher if you're advertising with a big company. But, the benefit is that you'll get possible customers in an instantóthose who read the paper will know about your business at once.
- Flyers and leaflets. This is a less expensive print marketing option because you won't have to pay for ad space. All you'll need are paper, printer, ink, and people who will do the posting or handing out of the flyers and leaflets. Its benefit is that it would be up to you how many people you reach.
- Press release. This is another print marketing method that is not as expensive but almost as powerful as marketing via newspapers and magazines. And while you'll be promoting your business, you'll also be giving the press people a topic to write about. And, you won't have to pay much with this method.

## **Live Commercial Marketing**

Unlike all other offline marketing methods, this type of marketing makes use of live broadcast in television and radio. Similar to newspapers and magazines, you also pay television and radio stations for airing space, or airing time, for your commercials. This is also an expensive option but with tremendous benefits, considering that almost all households today have televisions and radios.

Besides, watching television and listening to the radio are activities common to both young and old, and to men and women alike. So, your audience and potential customers will come from various generations and from all walks of life.

## **Sponsoring Or Participating In Events**

It could be a seminar or a workshop in your field, or even an event like a charity. You can be the host or you can also be a guest. By showing yourself to people, your target customers, it's easy to establish trust among them and it's easier to convince them to go for your product or service. You'll also be given the chance to explain to them what your business is all about, answer their questions, hear their comments personally, and see their reaction, something that is not possible with online marketing.

## **Giving Away Freebies**

Everybody loves freebies, and you can use this to market your site. Give out stuffs that contain your site URL, from bumper stickers to caps and similar items. Like giving out flyers and leaflets, the benefit with giving away freebies is that you can decide just how many people you can reach

All these offline marketing methods are available for you to choose from. When employed properly, they are powerful methods to promoting your site and business.

## How to Outsource Your Services for Profit

One excellent way to make money is to hire other people perform services for offline businesses that want to expand their web-presence. In this section, we will cover four ways in which you can do this. And the best part is that you don't need any prior experience to do it.

### Sell SEO Services

Very frequently, when offline businesses first embark on their campaign to build a web presence, they have almost no idea what is involved in generating traffic. As a result, their website ends up being primarily used by existing offline customers who obtain the URL from a business card or flyer. But this is almost certainly not what they had in mind when they created the site.

Fortunately for you, this has “business opportunity” written all over it. All you have to do to get started is to secure a few customers. You can do this by visiting small, local businesses and making a pitch to their owners. Mention that you run SEO campaigns for small businesses and can promise good results.

Once you have the clients, the next step is to hire freelancers to do all of the work. You can do this by creating accounts on <http://www.elance.com> and <http://www.guru.com>. From there, you can begin to search for freelancers to do the various SEO tasks. For example, you might consider purchasing the following package from various freelancers:

1. A link directory submission package. Require the freelancer to submit (and provide proof of submission) the client's site to 50 or more website directories.
2. A content creation package. We'll talk more about this one in the next section.

### 3. A blog creation and update package.

In addition to this, you can check out the profiles of Elancers and Guru members to see what types of SEO services they offer. Again, the best part is that you don't need to know how to do any of this. You can simply act as the middleman to arrange everything.

## **Content Writing**

If writing comes naturally to you, you might consider writing content for offline businesses. You can create short articles, white papers, ebooks, reports, press releases, and other items for businesses. You can write for both offline business functions and online business functions.

In general, there is a large need for this type of writing. As offline businesses begin to build a web presence, they will need site content to improve their search engine rankings. And they will need reports, ebooks, and other items to generate traffic through other sources (and perhaps to sell as electronic products).

Of course, if you don't feel comfortable doing all of this writing yourself (or if doing so would be unprofitable relative to other things you could do with your time), then you can always hire a team of writers to do it. Places like <http://www.elance.com> and <http://www.guru.com> are awash in college students, professionals, and graduate-degree holders who are willing and able to create any level of content for you.

Just remember to be careful when creating your contracts. Start by securing the contract from the client. Once you have done that, begin scouring Elance and Guru for good writing prospects. Consider not only the bid that they place, but the volume of reviews they have, as well as how positive they are and whether or not they are from different clients.

## **Design Services**

Another good way to draw in clients is to offer website design services. In many cases, offline businesses start off with very crude, low-quality websites. They might not know where to look for a site designer (or might not know much about the market), so they instead ask a college student who is an employee or someone's relative who has minimal design experience to create the site for them.

Again, this is an excellent business opportunity for you. You can offer to differentiate the business from others and to significantly improve the site's visual appearance by selling design services to improve the original site. In particular, you can get your foot in the door by offering to create a new logo for the business. If they like the logo, there's a good chance they'll hire you for additional jobs down the road.

As with the other services we've discussed, there's no reason why you would need to perform them yourself. Instead, you could simply outsource the task to one of the many capable freelancers on Elance or Guru. Alternatively, you could create website logo design contest on <http://www.sitepoint.com> and award a prize amount (say, \$50) to the designer who created the logo you liked most. You could then use this for your client's site.

Again, regardless of how you approach this process, your goal should always first be to secure contracts from clients (along with the prices they will pay). Only after that is done should you begin working with freelancers to complete the job. This will ensure that you always bring in a significant profit by marking up the services over the fees paid to freelancers.

## Video Marketing Services

Finally, another good way to make money through outsourcing is by offering video marketing services to prospect clients. In many cases, they will want to expand the reach of their new website by appealing to larger (and different) audiences, such as those who prefer content in the form of videos, rather than writing.

Fortunately, even if you have no prior experience with video marketing, you can still offer these services by simply working with freelancers along the way. In most cases, the projects will be relatively simple. For instance, a client might ask you to demonstrate how their product can be used. Here, you will only need to use video screen capture software, such as <http://www.camtasia.com> to record and edit everything.

In other cases, your clients may be more demanding—and could require you to actually film portions of the video. And, furthermore, may want you to use voice talent to describe a product or to read an advertisement.

Fortunately for you—just as you are willing to do whatever it takes to get these jobs, the same can be said for freelancers. So once you have secured the project and have provided a quote, head over to Guru or Elance and begin your search. In these cases, you will want to focus on providers who have an extensive portfolio of past work, since the project could be relatively technical—and the quality of the results could vary significantly.

Finally, work with your freelancer throughout the project and make sure that the quality of the video is sufficiently good. If you suspect that quality might be an issue beforehand, you can always start by posting a pre-bid project, where all interested parties must create a short, trial video for which they will be compensated. The best trial videographer can then be awarded the real project.

## **Common Mistakes In Offline Marketing**

Business owners often go all out in their respective marketing campaigns and exhaust all possible avenues to spread awareness about their products and services. Before they know it, financial resources become stagnant and prospective consumers are turned off by the aggressive approach.

To avoid this, marketing should be handled with a strategic state of mind. One should be aware of red signals that can lead to the downfall of a particular business. But what are the common pitfalls in offline marketing? What are the best ways to avoid them?

Have you ever experienced seeing a brochure or flyer lying snug under your car's windshield wipers? Or a salesman sneaking inside a restaurant and delivering a spiel while you're having a pleasant meal? You hate it, don't you? Well, if you want to maintain your business's reputation, you'll have to tread lightly. When worse comes to worst, your business might end up in trouble and lose more money in the form of fines. So one piece of advice: conduct your business with a professional approach.

With that in mind, here are three common mistakes businesses might want to avoid:

### **A Business-Centric Methodology**

A business has to be customer-oriented in the process of product promotion. It has to focus on the customer's needs, and empathy should be injected into the ad campaign. Adding the benefits would be of great help as well because it creates the overall impression that there are no strings attached.



## **Quantity Over Quality**

Another mistake that's common, not to mention costly, is relying too much on the volume of advertisements being rolled out. Having the money to spare is not an excuse. That money you waste could've been utilized for other marketing schemes such as business research, advanced training for employees, and expenditures that the future might require as your business grows. Ad placement requires a lot of strategy and research.

It involves targeting the right market and constant pooling of statistical data to find out which sectors bring out the best results. To put it in a nutshell, a prolonged cerebral approach to ad placement will save you money, which can give you leverage in investment for more efficient marketing schemes and data gathering that is relevant and functional.

## **Not Going The Extra Mile**

After making a sale, don't just stop there. Keep in mind that advertising is like a human chain project. Once your products have been bought, further advertising can continue through your current customers. So keep your customers happy by making sure that you are selling something of great value. Make substantial efforts to further improve the quality of your product.

Give out promotions to loyal customers in the form of discount packages, or perhaps a free add-on that improves the quality of the product (such as a free router for long time broadband subscribers). If a customer stays happy for a long time, the word about your product and services will spread. And that can only mean more success to your business enterprise.

Not everything is fail proof, but as long as you keep these things in mind and stay on your toes, your business always has the capability of weathering any storm.