Article published on July 11th 2012 | Internet Business

If youâ€™ve just started up a small business, and youâ€™re looking to promote yourself online and build your client base, then your first port of call should be a small business online marketing agency.

As the name implies, these types of agencies are geared towards helping small businesses get started on the internet, and offer online marketing services such as web design, search engine optimisation, copywriting, social media marketing and Pay Per Click advertising, amongst other things.

So letâ€™s have a look at these services in a little more detailâ€¦

Web Design â€“ The first thing you need to do when starting up an online business is to create a website. And in order to convert prospects into customers, your site needs to look polished and professional. A small business marketing consultant will not only be able to do this for you, but theyâ€™ll also be able to optimise your site for the search engines at the same timeâ€¦

SEO â€“ Itâ€™s all well and good having a great looking website, but if itâ€™s languishing on page 40 of t search results for your main keyword, youâ€™re not going to get any business! Small business marketing agencies are highly skilled at researching the best keywords to target and firing your website to the top of the search engines for a whole bunch of them, in no time at all!

Copywriting â€“ Just like the design of your website, your content needs to be professional too. A poorly written website that fails to get across the benefits and advantages of your service will severely let you down, and cost you a whole load of business. Many small business marketing agencies provide a high quality copywriting service too, so you can get the design and the content put together at the same time, and save money while doing so!

Social Media Marketing â€“ Social media is absolutely huge right now, and if youâ€™re not promoting your business via sites like Facebook and Twitter, then youâ€™re missing out on a lot of potential customers. A small business marketing consultant will be able to manage your social media campaign from start to finish, enabling you to build your brand, connect with your target market and publicize your products, all with the minimum of effort and expense!

Pay Per Click â€“ Another way in which a small business marketing agency will be able to help you is through Pay Per Click advertising, such as Google AdWords or Yahoo Search Marketing. This technique is often favoured by start-ups because itâ€™s a lot quicker to rank on page 1 and start securing business than SEO. This is because you can bid a certain amount of money for a particular keyword, and if your bid is highest, your website will appear at the top of the search results in the sponsored listings!

In short, a small business marketing agency will be able to take any idea you have, and then create a fully-functioning online business thatâ€™s capable of making money â€“ all in the space of just a few weeks, and then build that business further over time.

So if youâ€™re thinking of starting up an online business from home, then why not contact Westgate Digital, the #1 small business marketing agency!

Article Source:
http://www.articleside.com/internet-business-articles/the-benefits-of-hiring-a-small-business-marketing-agency.htm - Article Side

Marketing Services - About Author:
a Small business marketing consultant provides you the wide range of a Online marketing services. Lead generating, profit-pulling internet marketing for small business.

Article Keywords:
Online marketing for small business, online marketing services, Search engine optimization, online marketing consultants, PPC, Copywriting.

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!