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With the widespread usage of internet, more businesses are taking advantage of online marketing which is much more effective than other marketing campaigns. It is an excellent resource to make your products and services appealing and accessible to potential clients. The most popular tools used in online marketing include websites, email, display ads and social networks.

A website is your online store where clients can visit and get a look at the products and services you have on offer. For a new client, the website provides them with information on what you have to offer for them to trust. For existing clients they can check the website for any updates you may have posted on the company's website.

The website should be user friendly to ensure that anyone can easily get all the information they are looking for in the proper sequence. It should be well maintained to ensure that it is available and anyone can access it at any time. Email marketing campaign is one of the most misused tools of online marketing. The most common mistake is where the business sends bulk emails to the clients which can be quite annoying.

The email should have basic business letter writing in order to ensure that it is professional. It should have an eye-catching subject line with the content having a brief introduction of the company and the products offered. Any attachment should have relevant content and if it is a brochure, then it should be done by a professional designer; or if you can do it yourself, then there is no harm. Social media helps in build branding, revenue generation and attraction of prospective clients.

Signing up for a social network is easy and requires you to follow basic instructions within a few minutes. Social networks are really helpful because you can communicate with anyone around the world. This tool can help you get testimonials which can be used to retain and get new clients. Blogs are sometimes used as an alternative for those who do not have a website.

If done in the correct way, it is as effective as a website because it allows you to upload unlimited content and attach videos or photos with every post. On a website, you should not mention any information that is not relevant to the products or services that the company is offering. When someone visits the website, they already have the mindset that the information is only related to the company. While on the blog, you can write about various things such as random thought.

However, you should know what you are doing because you would not want all the work and effort to be directionless. It is advisable to hire online marketing consultants who can advise on various strategies that will meet your business needs. The consultant you select should have experience in online marketing to ensure that all your business needs are met. Always carry out a background check of the consultant so that you are assured that you are dealing with someone who is reputable and honest.

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