

Offline Marketing and Why It's Still Important to Solo & Micro Business Owners

The Internet makes it easy to market your products and services online, but traditional methods are still used offline because of their continued effectiveness. The best approach is to combine online and offline marketing to maximize your results.

Offline marketing is basically any marketing you don't do on a computer. These methods include:

- Taking out ads in print and on TV or radio
- Direct mail marketing campaigns
- Getting new customers through referrals and incentives
- Co-branding with other companies that share your market
- Cold calling
- Taking part in offline events

On the Internet, marketers find out where their target market hangs out (Facebook, online forums, etc.) and put their offer in front of them or draw them in through their content. The same goes for offline marketing but instead it's done in shopping malls, on TV, at local events, and in the local community.

Should You Use Offline Marketing?

Offline marketing works well together with online methods. For example, you may run an offline promotion in the local community to get people to your site. You may gather names and email addresses offline for your email marketing campaign.

One thing to consider, however, is budget. Online marketing can be done completely on a shoestring budget. Offline methods always cost a bit more in terms of money and resources.

The Pros and Cons of Offline Marketing

The biggest benefit of offline marketing is that it can be a much more personal approach, depending on the methods you use. There's simply nothing you can do online that compares to meeting your prospects face to face. This personal contact is what many businesses lack today.

It also gives you a huge credibility boost. People are somewhat wary of businesses that only operate online. When you see them offline, people have a chance to see your products and services with their own eyes and not through a computer screen.

Offline marketing is really the foundation of online marketing. The same fundamentals apply. Unlike online techniques, these are proven methods that have been used effectively for decades.

As mentioned above, the major drawback is the cost in terms of money, time and resources. Offline marketing strategies are not feasible for many small local businesses due to the expense and their limited marketing budgets.

It's also tougher to establish yourself as an expert offline. Online, you can do it quickly and easily through content marketing. This is where you provide valuable content to your target market that establishes your authority.

Finally, offline you can only reach a limited local audience. With the Internet, you've got a worldwide reach and you're open for business 24 hours a day.

Why You Need to Learn Offline Marketing

Even if you focus your marketing efforts online, it's a good idea to learn offline marketing since it involves the traditional techniques that form the basis of online marketing. Online marketing is essentially offline marketing plus technology. These proven sales techniques and principles can give you an edge in your online business.