

Five Ways to Promote Your Business on the Internet for FREE

The internet is full of strange and wondrous things. Surprisingly, many of them are free. Here are some ideas for marketing your business on the internet that are entirely free.

1. [Craigslist.org \(www.craigslist.org\)](http://www.craigslist.org)

It may not look like much, but Craigslist receives a ton of visits from people who are looking for products and services. Placing advertisements on the site is free and the system is very easy to use. The site is divided into locales so find the ones closest to your business.

2. [Google Local Business Center \(www.google.com/local/add/\)](http://www.google.com/local/add/)

In 2007 Google rolled out a new service in conjunction with their online road maps that allows owners to post business listings on Google Maps. When people search for a specific product or service in your area your business listing will be displayed.

3. [SuperPages.com \(www.superpages.com\)](http://www.superpages.com) and [Yellowpages.com \(www.yellowpages.com\)](http://www.yellowpages.com)

Unlike the old Yellow Pages phone books both Superpages.com and Yellowpages.com permit businesses to post small listings for free.

4. [Directory M \(www.directorym.com/\)](http://www.directorym.com/)

The internet is full of local business directories, some very effective and some of no value at all. Directory M is one of the few services that is useful throughout the country.

5. [LinkedIn.com \(www.linkedin.com\)](http://www.linkedin.com)

LinkedIn (pronounced "linked in") is among the best social network sites for business and professional people. The site provides a forum to network with other professionals and to exchange information. Be sure to include info about your business and web site on your LinkedIn profile.

welcome

Welcome to the inaugural issue of tenby technologies' newsletter.

Our goal is to provide you with information that will help you use the internet to improve your business.



Lynn & Dick Slackman
Owners of tenby technologies

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news

Money4Stl.com web site debuts bringing new services to Missouri rehabbers.

The [Greater St Louis Daffodil Society](#) web site gets an exciting new look.

Questions and Answers

Q: How can I tell if people are really using my web site?

A: Aside from the ubiquitous web counter, most web hosting companies can provide usage information, called analytics, for your web site. If your hosting service does not offer this functionality your developer can add Google's Analytics code to your web site. Google provides this code for free. Analytics code can tell you, not only how many people are using your web site, but also information such as which web pages they looked at, how long they looked at your site, and how they found your site.

Q: What is blogging?

A: Blogging, shortened from "web logging", is just a diary of commentary, descriptions, or creative works viewable on the internet. The diary can be written text, graphic art, or even videos (sometimes called vlogs). Some business owners have used blogging to build interest in their company and to communicate with customers. Among the more interesting business blogs is Guy Kawasaki's [How to Change the World](#).

Send us your questions and if we use them we will send you a small prize. Email your questions, with your name and address, to [QUESTIONS](#) . Thanks.

specials

Are you tired of sending emails that get ignored by your clients? **HTML emails** (like this email) can have a bigger impact on clients than text-only emails because they are visually interesting. You can format HTML emails very precisely and they can contain unlimited graphics without the overhead of sending bulky emails.

Once we provide you with a template designed to your specifications you can send HTML emails filled with your own content.

tenby technologies is running a special in July on HTML email templates. For more information about HTML emails please contact us at [HTML Emails](#).

recommended reading

Jeffrey Gittomer's **Little Red Book of Sales Answers** is full of interesting ideas on sales and marketing. The book is suitable for entrepreneurs and is an easy read. I find myself going back again and again to re-read sections.

recommended web sites

Listening to podcasts down loaded to your ipod is an excellent way to make drive time more productive. If you have not listened to Greg Galant's [Venture Voice](#) podcasts please consider adding him to your listening list. His interviews with entrepreneurs and venture capitalists are insightful and inspiring.

testimonials

"Tenby Technologies produced a very professional web site for me in a very short time. I was impressed with Tenby's responsiveness, professionalism and their experience in the technical and marketing realms. Also, their price was very competitive. Would I recommend Tenby? YOU BET!"

- TM [Money4Stl.com](#)

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