

Published based on [How To Make Money - Spend Less on Marketing](#)

How To Make Money - Spend Less on Marketing

There are so many people who want to know how to make money with their home business, but fail to consider that the less money you spend, the more money you make. With that being said, we all know that businesses need to be marketed. If you do not market your business, no one will know that it exists. In order to inform the world of your business, you will need to engage in some marketing. However, I am going to show you how to pay less for marketing than anybody else does.

1. Bargaining

I am sure that you have a friend who always seems to get discounts. Everyone pays full price, while they always get the best deal. Why does this happen? It is because they ask. They make it clear to the person who is trying to get their business that they will go elsewhere if they do not receive a discount.

Therefore, when purchasing advertising, you have to make sure that the person you are doing business with realizes that you will go elsewhere if you do not receive your price from them. For instance, if you are purchasing banner ad space from a webmaster with a high traffic niche website, just realize that if you pay them half of what they are asking, it is an infinite amount more than what they will get if the space remains vacant. These vacancies can add up over the months. Your job is to make the webmaster aware of this fact, without being blunt.

What you have to recognize is that the less month you spend on your business, the more money that you get to keep. This is why businesses with no start-up costs usually become profitable more quickly than businesses which you have to pay hundreds or thousands of dollars into.

2. Elimination

The bigger the ad the better right? Actually, this statement is incorrect. When it comes to advertising, often times short ads outperform larger, more expensive ads. Elimination of size does not mean that you will be eliminating results.

3. Exploitation

Do you know the difference between advertising and publicity? The difference comes down to who is doing the talking. Selling on your own is called advertising. However, when someone else is selling you, it is publicity. If said publicity generates credibility and interest, then you do not want to miss out on this.

What you need to do, is figure out a way to get the positive focus on your company. For instance, if you were launching a new product which would solve a major problem of your niche market, now would be a good time to put a press release together. You can also write some informative articles, and market them via article directories, with a link to your website in the resource box. Further, you should not overlook promoting a product or service of a business which is not in competition with yours, in exchange for the promotion of your product. This strategy works best when the two businesses have products which complement one another, and are highly relevant to the niche market.

4. Improvement

When someone visits your website, and sees your product or service, are they motivated to make a decision to purchase? If they are not, you must make some changes. Of course, I am not suggesting that you should mark your products or services down by 90%. That would be silly. Rather, I am saying that you need to in some way push your visitors to become buyers. One way to do this is by showing the visitor exactly how your product or service will solve their specific problem. Otherwise, you can add a free giveaway which costs you very little, but is perceived a very valuable to the visitor.

Another way to motivate visitors into becoming buyers is by telling them point blank that they will pay more tomorrow for the same product or service. I am sure that in the past, you have been offered a discount for purchasing on the spot. If not, I can tell you for a fact that this works. Last August, I left the house thinking that I was going to just look at computers. However, I came back with a computer, monitor, keyboard, and mouse. The

reason why was that there was a back to school sale which offered a \$200 discount. The sale was ending that day. They made an offer which I could not refuse, so they got my business.

You just have to realize that when taking steps to learn how to make money, your marketing does not have to break you. Become comfortable with negotiation. The people who you are working with understand that you can go elsewhere and want to still make a profit off of your business. This is true even if they need to give you a discount. Therefore, their profit becomes your profit, and everyone wins.

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