

Published based on [Internet Small Business Advertising Checklist](#)

Internet Small Business Advertising Checklist

Small business advertising changes daily. The economy makes choices about advertising more important. The speed of change in technology, and the falling prices for hand-held devices, changes the advertising perspective hourly.

Small business advertising must take account of several considerations before developing a plan. These begin with:

- The weakness of print media (newspapers, magazines)
- The role of social media in buying decisions
- The proliferation of new communication devices
- The equally rapid proliferation of new ways of communicating with these devices
- The growing importance of internet and cell phone video
- The move away from traditional media like the Yellow Pages to dependence on search

These are only a few of the changes small businesses must learn to deal with when planning marketing and sales efforts. At the very least, smart small business advertising today for business must include far more than traditional advertising, even if the ads are moved from print to electronic media.

What is Smart for Small Businesses Advertising Today?

In the digital age, smart small businesses' advertising must invest the time in understanding the advertising and marketing channels available today. Even more important, they must learn what makes these new channels different, how they are used differently, and which channels are most likely to reach their target customers. Then they must make choices and decisions about how to use each channel most effectively and most cost-efficiently to meet their goals. These are the critical tasks in smart small business advertising.

The space ads previously used in newspapers and magazines will not attract attention online. Today, ads need to move and make noise and interact with potential buyers. Even a banner ad on a website needs to do more than be there.

Small business advertising must also recognize that a website can no longer be a four-page brochure. Every page must grab the attention of the visitor in less than 2 seconds, or lose the lead. Every page has a unique function. Moving people from one page to the next until they are asked to make a decision is what converts a visitor into a sale.

If you run a physical store, you can take advantage of some very exciting small business advertising tactics to get people into your store, but first, you must figure out the right message, the right offer, and the right medium, the right device. You need to be ready to use location-defined messaging and instant coupons and special offers delivered by text message when someone enters your store or in a place where your product is sold.

What is smart for small business advertising today is discovering the right mix of lead generation tactics, the right amount of advertising, the right focus on providing information and benefits your target market wants, and keeping everything within the budget. When you find the people who can do each of those things for you will be ready to do small business advertising.

If you are a small business owner or professional and want to learn more about [lead generation](#), see the short video, "How [Article Promotion](#) Can Drive 25,000 Visitors to Your Web Site Every Month - For Free."

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