

Contact:

Tom Johnson
Content Creations LLC
744 Noah Dr.
Suite 113 PMB# 330
Jasper, GA 30143
678-459-5754
tjohnson@abusinesswriter.com
www.abusinesswriter.com

Make a New Years resolution to have a thriving business in 2011!

Many economists have been looking forward to 2011 as the year that the economy will finally start to recover. Unfortunately most of them now agree that it will take longer than they had first expected. To compensate and stay competitive some business owners have decreased their marketing budget. But instead of saving money it will prove to be a costly mistake. If a business is going to thrive in the coming year then they need to ensure that what they are doing works, instead of just spending less on marketing across the board.

"Your marketing budget should be the last thing that you cut, especially if your business is doing poorly" comments Tom Johnson, freelance copywriter and owner of Content Creations, a professional writing service in Jasper, Ga.

Studies have shown that the amount that a company spends on marketing does not have a direct impact on the success of that marketing. "It all depends on what type of marketing materials are right for your business and how effective those materials are." observes Johnson.

With the new year about to begin it is the perfect time to explore new avenues for your marketing. Below are some ideas to get you started:

Business Blog - A blog can be a great addition to a commercial website for a number of reasons. It allows you to interact with your clients so that you can get instant feedback and suggestions. A blog is a constant source of new content for your site which will result in better SEO or Search Engine Optimization because search engines like Google give sites with fresh content precedence over sites that never change.

Press Release - Companies of any type can benefit from periodic press releases. They keep your audience up to date on new products and services and they give you access to new publications. Newspapers and magazines will not run self aggrandizing advertisements but they will allow companies to run press releases as long as they are of value to their readers.

Case Studies - Nothing builds trust in a product or company like a solid case study. One of the first things that a consumer does before buying a product is check to see what

people say about it. A case study documents your customers use of your product and all of the different ways that they benefited from the experience.

White Papers - If you have a product of a more technical nature then a white paper is the marketing material that you need. They explain the benefits of the product and how it solves your client's problems instead of focusing on a list of features. White papers use light elements of persuasion so your audience will feel more comfortable believing the information inside rather than a typical hard sell approach.

Visit www.abusinesswriter.com if you would like to read more about different types of marketing materials.