

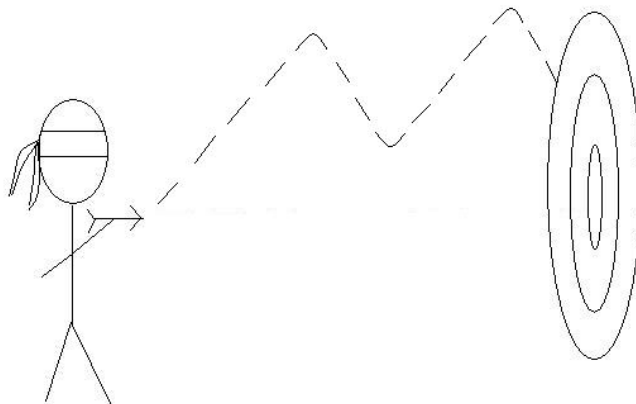
Online advertising hits the target for small businesses

For small businesses, it's all about survival of the fittest; only the strong survive! And during a recession, this mindset is even more prevalent. So how do small businesses handle downturns in the economy, and come out swinging even harder than before? According to experts, the answer is through advertising.

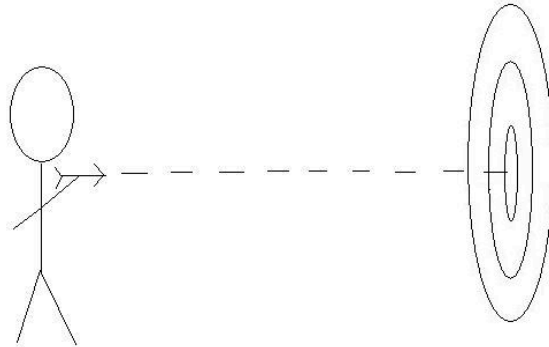
But it's not just any advertising. Traditional advertising – via newspapers, television spots and the like - will likely come out of a recession altered dramatically, and not in a good way, as spending for these mediums tend to decrease significantly. On the flip side, experts claim that online advertising budgets won't take hard hits during the downturn and will actually see an increase in spend.

So why should small business owners, who should be tightening their purse strings during times like these, make this kind of investment as opposed to the traditional avenues? The answer is simple: online advertising is targeted, measurable and incredibly cost effective, especially compared to its old-fashioned counterpart. In other words, you're advertising only to those interested in what you're selling and you're only paying for ads that reach your audience. Because results are measured easily, small businesses are able to alter strategies to be most valuable.

Think of it this way. Purchasing traditional advertising is like playing darts with a blindfold. You know what you want the dart to do, but because you're wearing a blindfold, you don't really know where it will end up. It's just like purchasing a television spot with no clear measurement of who has viewed it, or if the messages even resonated with people who did.



Conversely, purchasing online advertising is like playing darts with a direct path to the bull's eye. Because with advertising like our [Adwords](#) program, you're reaching only the people who are interested in your product or service, and you're only paying for those that actually click on your ad. This type of advertising is the perfect solution for small businesses that still want to communicate to consumers, but have small budgets to do so.



To break through the clutter, small businesses need to make it clear to consumers that even though the economy is suffering they are still there to provide them with products and services they need. There's no better way to get the word out than with cost-effective, targeted online advertising that reach consumers directly.

To learn more about our advertising programs, check out [Google ads](#).