

Title:

The New Face Of Advertising - Drawing Customers To Your Site With Interactive Marketing

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477

Summary:

What is Interactive Marketing?

We're all familiar with the popular pay per click advertisements that many eBiz owners employ

Peters' company helps many of its clients launch campaigns designed to pull, not push, customers

Keywords:

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Article Body:

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Be Relevant to Your Market

You need to know your customer base and design your interactive marketing campaign to fit their

-If you send out an e-newsletter, give your customers a reason to read it - don't just tell them

-Get creative: find some popular blogs that pertain to what you're selling and send them samples

-With mobile content, you're sending interesting and relevant messages to opt-in customers' mobile

Branding

States Peters, "A brand is a lot more than a company and a logo. It's a relationship between the

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