

Ways for firms to draw interest

Business is slow, but your budget doesn't allow much wiggle room for advertising.

If you're tapping your fingers waiting for customers, perhaps tapping them on a keyboard could get the ball rolling for your small business. Public relations and communications firm Cher Murphy PR Llc. offers these tips for promoting a service or product online, without breaking the bank:

- **Jump on the Web.** If your company doesn't have a Web site, now is the time to create one. Site-builder services can make it cheap and easy.
- **Blog.** If you can attract a readership, blogging may be the perfect way to showcase your business. Many sites offer free blogging accounts, while others charge only a few dollars.
- **Be an amateur videographer.** Creating and posting a low-cost, informative video on YouTube can drive traffic to your Web site.
- **Seek press.** Make it a goal to send out at least one news release a month to your local paper.
- **Network.** There are online networking sites that make it simple to connect with other professionals or companies, getting the word out about your own ventures.

— *The Associated Press*

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