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BUSINESS Wednesday, Dec 3, 2008

## Business

Posted on Wed, Dec. 03, 2008    
 

### Loose change: Promotions on the cheap

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

#### Most-read stories

- Police find explosive device, counterfeiting paraphernalia at far south Fort Worth home
- Dallas Cowboys expect to see ugly side of Pittsburgh Steelers
- There's no picnic in Pittsburgh for Cowboys on Sunday
- Dallas Stars wing Sean Avery suspended indefinitely by NHL
- Dallas Stars' image 'tarnished,' by Avery's comments, Modano says

#### Most e-mailed stories

- Big 12 lets the BCS do its dirty work against one of its best teams
- Sweet endings: The 2008 Very Merry Cookie Challenge winners
- Explosives found during Fort Worth counterfeiting raid
- Cool nights and dry, clear days responsible for colorful fall
- Campaign asks Texans to support open-carry law for handguns



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