

Creative public relations

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.

