



**savvymarketers**

*when your small business needs big results*

## **Feature Article : 9 Online Ways to Cut Costs**

### **Social Media Sites**

These wonderful social networking sites are all free to join; in fact they seem to be vying to provide the most applications for members:

[Twitter](#); [Facebook](#); [MySpace](#); [LinkedIn](#); [Plaxo](#); [Ning](#); [FriendFeed](#); [Ecademy](#) (basic level membership); [YouTube](#); [Flickr](#).... etc.

Consider your purpose for joining as you examine them. Some are better for personal use, others more suitable for business. Write your profile accordingly! In addition there are literally hundreds of forums, on just about every topic under the sun. Membership is usually free and they are a great source of wisdom and advice. Just search for "forum" + your topic!

### **Images & Photos**

Images can transform a newsletter, blog post, flyer and postcard, grabbing attention and lifting it out of the ordinary. There are some restrictions on use with some of these sites from [Presidia Creative](#), but they're worth checking out and [Microsoft's](#) own site for PC users has some surprisingly good free photos and clip art images. (If you're prepared to pay a very small amount (£1 an image), then iStockPhoto is our personal favourite.)

### **Article Submission Sites**

Articles are possibly one of the most under-used forms of marketing. There are literally hundreds of article directories, and some paid services that promise to distribute your articles far and wide. But it's still perfectly possible to build your visibility by using just a few of the best known and most respected free directories, amongst which are:

<http://EzineArticles.com>, <http://IdeaMarketers.com>, <http://ArticlesBase.com>,

Also consider setting up a page if you're on Facebook and reusing your article there, as well as in the blog section of Ecademy.

### **Keyword Research**

If you're planning on optimizing your website or doing some pay per click advertising, then the free [Google Keyword Research Tool](#) is the best place to start. Just enter a few keywords that you would like to research and you'll be given back lists and variations of keywords based on your initial input. You can find out approximate average search volumes so that you know how popular the keywords are. Since Google drives over 80% of search traffic, this tool gives you a good idea as to which keywords might be good ones to use.

### **Web Analytics**

If you're not tracking visitors to your website, then you need to do so now! [Google Analytics](#) and [Statcounter](#) offer free website tracking software, just create an account, input some code onto each page of your website and tracking starts almost immediately. Analytics has more in depth stats than Statcounter, but if you just want basic stats, then Statcounter is a good place to start.



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## Blogs

Blogs are a great way to drive additional traffic to your website and interact with your audience, and since many blog platforms are fr.e.e, there's no excuse not to try it. [Blogger](#) is Google's fr.e.e blogging software and a good place to start before going onto more sophisticated blogging platforms. [Wordpress.com](#) offers also offers a fr.e.e blogging platform but is more powerful than Blogger and can be customized much better than Blogger. [Typepad](#) offers a low cost blogging option too (from \$4.95 per month), so go on, try it out, you've nothing to lose!

## Data Backup

Want a low cost data backup? [Sugarsync](#) offers a very low cost back up service where you can upload your important data onto your own personal space and costs vary depending on how much space you need. I've just signed up to their 10GB option, which costs me about £1.50 per month (or \$24.99 per year), that's after a 45 day fr\*ee trial. It also allows you to synchronise several computers and browse your files from a mobile phone such as Blackberry or iPhone. This must be one of the cheapest options around for remote data backup and I'm impressed so far with the ease of using the service.

## Miscellaneous

If you've ever wanted to be able to create neat pdf files (for flyers, special reports, ebooks, even invoices etc), now you can with [pdf995.com](#), which is a fully functional fr\*ee download. It sets up as an alternative printer on your computer and, whenever you want to convert a file, you simply choose it as your printer (for PC users). Also part of the family is [ftp995.com](#), useful for publishing content to your website.

[Snipurl.com](#) and [tinyurl.com](#) are great little tools for shortening URLsthat you can use in newsletters or blog posts. For example <http://www.presidiacreative.com/10-amazing-free-stock-photography-sites/> becomes <http://snipurl.com/b21mx> or <http://tinyurl.com/8ua987> - much more manageable!

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