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Web Site Promotion - Getting Publicity

By Sinnge Eeyune

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Publicity, if handled properly, can get your web site the kind of promotion that cannot be bought, or at least not afforded. As a marketer, that is always the goal of my publicity and PR efforts.

Here is a good example of web site promotion that the site itself could not afford but managed to accomplish through publicity. A new web site is burgeoning to make it easier on those of us who have to deal with the horrors of parking at any one of the nation's airports, www.AirportParkingReservations.com. This web site is designed to let people reserve a parking space at one of those little parking areas that always surround a major airport. Instead of renting advertising space in the country's newspapers their clever marketing and promotions people instead issued press releases to the newspapers and other media. Several newspapers ran a short story about the web site in their travel section, the Houston Chronicle being one of them.

Advertising in the Houston Chronicle is expensive, and worth it, if you can afford it. The Chronicle charges approximately \$162 per square inch per day for ads. Since the parking reservations web site story took up about 10 square inches they effectively received \$1620 of free advertising in The Chronicle. This was not the only paper that picked up their story either. If just 10 newspapers ran their story, we can estimate that they saved \$16,200.

These kinds of savings and press coverage are the reasons why Houston Web Developers encourages its clients to avidly seek publicity. An easy way to get started is writing. Write press releases and articles about you, your company, its products, and services. Write about their benefits and use. Write about how they differ from your competitors and emphasize their strengths. Then send the press release and articles out and watch the magic happen.

For specific help with your marketing and publicity campaign contact HoustonWebDevelopers.com.

Sinng Eeyune is a Solutions Designer and Copywriter for HoustonWebDevelopers.com. His award winning designs and insightful articles make him a true HoustonWebDevelopers.com treasure.

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