

# Muskegon County Internet Marketing Strategies

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*Experts agree: Business owners need an online presence. But to be effective, internet marketing needs to be more than launching a website. An approach that combines ads, content, and email is now considered essential. Since the internet is worldwide, targeting local customers becomes important so money is not wasted.*

So today's effective internet marketing combines three elements.

1. Ads
2. Content
3. Email

And local businesses need to reach local customers, so dollars spent should be targeted to Muskegon County.

## Why Ad Blockers are a Concern (and Why They Don't Work at MuskegonMagazine.com)

Building an easy to use, straightforward magazine website without annoying popups and distracting ads was my initial goal six years ago when starting our county's only free, monthly, online magazine.

In a world where a quarter of desktop internet users and 15 percent of mobile customers use blockers to remove your ads from websites (Interactive Advertising Bureau study), our magazine's ability to present ads simply is working for our advertisers. Plus, our readers appreciate a clean, uninterrupted reading experience.

## Why Content is King

Today's marketing experts agree that content is now the cornerstone of any online marketing strategy. While your customers are doing their best to ignore ads, they are seeking out and reading useful information, and that content can be yours at MuskegonMagazine.com.

Appearing online in places other than your own website is fundamental to growing awareness of your business. Facebook should be used, but, although you can place ads regionally, it is still a fairly random tool, and responses must be monitored, as anyone can comment, positively or negatively.

MuskegonMagazine.com makes your name visible in a setting where customers are comfortable and already looking to absorb useful information in your area of expertise. You then become their trusted source of information.

## **Email Marketing is an Added Value at MuskegonMagazine.com**

Email is the most cost-effective way to promote your products, communicate with your customers and reach your business goals (Steven MacDonald, SuperOffice.com).

Yes, your business should set up its own LEGAL email list through a service like MailChimp.com. If you have less than 2,000 email subscribers, you can use MailChimp's most basic plan for free.

But it isn't enough to just send out emails. You want your message targeted to possible customers. This is where MuskegonMagazine.com can also help.

MuskegonMagazine.com sends emails twice a month to people who have subscribed for reminders that the new magazine is online. This puts your business name and article topic in front of people whether they visit the magazine or not.

Plus, these people are obviously interested in Muskegon County. They have already asked for this information. What a receptive audience!

## **We're Affordable**

Submit an article each month and become known as the expert in your field at our simple, easy to navigate magazine. Enjoy virtually unlimited article length, large, full color photos, and, unlike print, we can feature your audio and video.

No annoying pop-up ads keep readers coming back. A click-through link to your website on every article page keeps your site a click away from readers.

Plus, we're locally owned and operated. We know Muskegon County.

\$130 a month with an initial three month commitment puts you in MuskegonMagazine.com. Space is limited. Email me at [gary@muskegonmagazine.com](mailto:gary@muskegonmagazine.com) and I'll help you get started!

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