How Small Businesses Shine Through The
Information Avalanche

by Jay Conrad Levinson

(NAPSA)—Technology makes life easy, doesn't it? Internet banking can be done 24 hours a day—saving a trip to the bank. E-mail allows us to send a single message to many people, instantly and without stamps. While these uses of technology are helpful, there is one caveat: Americans are now buried in an avalanche of information.

This creates an obstacle for small businesses trying to market themselves, especially on a limited budget. Thousands of businesses compete for consumer attention daily. How can a small business set itself apart from the sea of others?

It **can** be done by following these simple principles: variety, frequency and memory. Use **various** marketing tactics that complement each other. For example, if you advertise in the classifieds, consider a Web site promotion as well. Communicate **often**. Repetition will enable customers to remember your company's name. Finally, make your company's name **memorable** so people think of you first when they're ready to buy.

Here's a good example. Remember 1-800-FLOWERS? The CEO paid $9 million for a bankrupt company just to have that phone number. Their sales skyrocketed because the company marketed frequently in a variety of medi-

ums—and the name is easy to remember!

Some small businesses are finding ways to meet these three principles affordably by using services like 500 PLUS (www.500plus.com), which offers a toll-free 500 phone number (like 1-500-CATERING), a matching Web site address (www.500catering.com) and matching e-mail address (jack@500catering.com).

It's tough to compete in an information avalanche! Small businesses must always stay on their marketing toes, using the principles of variety, frequency and memory to stay ahead of the competition.

Jay Conrad Levinson is the author of the "Guerrilla Marketing" series of books, the best-selling marketing series in history. His books have been translated into 37 languages and more than one million copies have been sold.