

New York Marketing Expert Says that Online Marketing Should Be Coupled with, Not Separated From, Traditional Marketing

According to a Dzine It Inc. traditional forms of marketing must involve a strong online presence, if a business owner wants to be successful.

NEW YORK, NEW YORK, UNITED STATES, March 19, 2014

/EINPresswire.com/ -- "There is no denying that, for most small business owners, it has become increasingly difficult to coordinate marketing campaigns across the ever-growing spectrum of available social media websites," says Peter Crisafi, President of dzine it, Inc. (www.dzineit.net), a leading search engine optimization and [Internet marketing firm](#) serving clients from around the world. "Trying to coordinate those online campaigns with more traditional marketing efforts is even harder."

Crisafi explains that, with near-universal access to the Internet anytime from anywhere, through smartphones and other portable devices, separating "offline" and "online" campaigns is a mistake. Success, he says, can only be achieved by treating both types of campaigns as one big single marketing scheme.

"At one time, e-commerce business owners needed to be more concerned with [digital marketing](#), while owners of brick-and-mortar retail establishments had to focus on more traditional forms of local marketing," says Crisafi. "These days, more and more business owners

are finding that integrated campaigns are the best way to draw potential new customers and increase



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their bottom line.”

According to Crisafi, business owners need to be thinking about their online presence even when they are marketing themselves “offline.” For example, Crisafi says that all printed material that passes through a business should feature the company’s website address or some other web property (such as a Facebook page), prominently featured.

“It is important that everyone knows about your web properties and that they have a reason to explore them,” Crisafi says. “Forget about planning advanced in-store promotions and offer them on a whim by notifying your customers via social media, an app or an email.”

This is particularly useful, he says, during times of uncharacteristically low traffic, whether online or inside your store.

“The bottom line is that your ‘offline’ marketing should go hand-in-hand with your ‘online’ marketing,” explains Crisafi. “This ensures that you will build your brand with strength and create a powerful [marketing plan](#) that will crush your competition.”

Established in 2003, dzine it, inc. is a leader in custom web development, programming and design solutions for small and large business, agencies. The company offers a wide range of business-centered visual communication solutions, including web-based content management, web design, graphic design, custom web software applications, ethical white hat search

engine optimization (organic SEO), video encoding, and print media solutions. For more information, call 212.989.0813 or visit www.dzineit.net.



The bottom line is that your ‘offline’ marketing should go



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