

ACPR Newsletter – March 2007

Use the internet

Last month we looked at your website, and I hope that the article helped you think about how to get more sales from people who visit your site. This month we are focussing on the range of new ways to use the internet to attract visitors to your site - blogs, RSS feeds and more.



We also have the latest news and tips from Cecilia Magill, one of ACPR's DIY PR clients. Find out about Cecilia's forthcoming trip to Japan to photograph pregnant women, and read her tips on doing your own PR.

If you find the information in this newsletter helpful, please forward it to a friend.

Best wishes,
Antonia Chitty

Use the internet to attract more visitors

Top Tips from Antonia at ACPR

Hopefully after reading last month's article your website is looking good, and people can easily purchase your products or services. Now, how do you increase the number of people visiting your site? This short article looks at new developments and builds on information about promoting your website in our factsheets.

The internet offers you a far wider range of ways to communicate with your customers than a few years ago. This article brings you up to date on RSS feeds, blogs and more. Try out different tools each month, telling people what you are doing through forums and your newsletter, and see which ones attract visitors to your site and lead to sales.

[Visit www.acpr.co.uk/newsletter.htm to read more tips](http://www.acpr.co.uk/newsletter.htm)

[Visit www.acpr.co.uk/pr-factsheets.htm to read about our website promotion factsheets](http://www.acpr.co.uk/pr-factsheets.htm)

Client news

Cecilia Magill

Dulwich photographer Cecilia Magill will be spending three weeks in Japan next month, capturing the differences in pregnancy on the other side of the world. Cecilia is aiming to document the women, their approach to pregnancy and their feelings about giving birth to another life. She will be asking whether culture makes a difference to how women feel about themselves in pregnancy. Cecilia says, "I am visiting Japan for this project as there are so many differences in the way people approach pregnancy compared to the UK. There is a lower birth rate, and women are being encouraged to have more children. Secondly there is a different, perhaps gentler, way of nurturing both the mother and the child after birth, keeping them safe together and allowing them to build a bond." She continues, "Often women have no drugs or pain relief. They spend the first five days closely cocooned with their baby, being cared for by a midwife. The wellbeing of the mother is as important as that of the newborn child."

Cecilia's top 5 PR tips, based on her own experience: 1. Have a clear idea of who you are targeting and research them thoroughly. I found that researching my target audience was invaluable in order to know how to contact them, for example through forums and leaving brochures in specific shops. 2. Keep your target audience up to date with your business. I found press releases are an excellent tool in letting people know what is new. My forth-coming trip to Japan as part of my personal work was released to my entire contact base. It's good to keep people in touch with your business news. 3. Get a fantastic website that sings for you. Find a designer that you like and get your business to work for you when you are not there to sell it yourself. My current site is being redesigned to add more features such as a client log in page for 24 hour access to images. 4. Launch a competition, make potential clients aware of your business by offering a great prize. It will bring in a steady flow of enquirers at least and maybe even some great business. 5. Target your locals. Become known in your local area for what you do. Word of mouth is a great and free way to advertise your business.

www.ceciliamagill.co.uk

www.acpr.co.uk

email: antonia@acpr.co.uk

phone: 07900 580668

web: <http://www.acpr.co.uk>

If you know anyone with a small business, please pass this newsletter on.