

## Online Business Directories Help Turn “Browsers” Into “Buyers”

(NASPA)—Many small businesses are finding that a crowded market can be a lonely place. Business analysts say it's important to find a way to stand out from the crowd. In fact, a boost in advertising in a down economy—a time when most competitors are cutting costs—is the perfect strategy to differentiate a business and capture market share. The Small Business Administration estimates there are more than 25 million small businesses in the U.S., making it extremely important for small business owners to distinguish their companies from the competition.

How can a business stand out efficiently? In the past, traditional advertising campaigns and a listing in the phone book may have done the trick. However, statistics show consumers shop differently today than they did in the past. Analysts now recommend small businesses list their businesses online to help them grow.

The Internet can be a powerful way for a small business to reach customers. Millions of people are online everyday. “If a business leverages the power of the Internet, the marketing potential is astounding,” says Dane H. Madsen, president of YellowPages.com.

Madsen's company provides an enhanced online version of the traditional yellow pages publication. Yellow pages advertising has been seen for years as the important first step in a small business' marketing plan. “Businesses can list themselves in the online directory and instantly be made available to millions of users every



**Small businesses can use Internet business directories to provide online coupons, maps to their locations and even video messages to consumers.**

day,” Madsen says.

Potential customers can visit the yellow pages website and search by business name, category or area. When a company is listed, it can provide a map to its location, online coupons, a link to its own website and e-mail and even an audio or visual message.

In addition, companies can use the site's free creation tools to build and modify their ads quickly.

Perhaps one of the greatest advantages the service gives a small business is familiarity. Madsen says because the yellow pages are already so well known, YellowPages.com has a strong brand identity and is easily remembered, so most consumers will automatically use it. For many small businesses, attracting that type of attention can be the difference between small gains and big success.

For more information, visit [www.yellowpages.com](http://www.yellowpages.com).