

# Small Business BULLETIN

## Tips To Help Your Small Business Thrive

(NAPSA)—During the best of times and the worst of times, your small business can thrive if you ask yourself some key questions, such as: Which expenses can I cut without affecting my business? How do I get customers to spend more? How do I attract some repeat business and generate more sales? Small-business experts at Constant Contact offer these tips:



**In a tough economy, it's important to adapt to the needs of your customers.**

**1. Don't stop marketing but do spend smarter.** Seek alternative, cost-effective methods to connect with your customers. E-mail marketing is one such tool that can help you build stronger relationships with your customers and result in big cost savings.

**2. Focus on current customers for more sales.** Use engaging e-mail newsletters to build familiarity and trust so your customers think of you first.

**3. Enlist customer feedback.** Ask and listen. Use tools such as online surveys to stay in touch with ever-changing customer needs. To learn more about how e-mail marketing and online surveys can help your business thrive, visit [www.constantcontact.com](http://www.constantcontact.com).