

# Dzine It Says That Online Marketing Can Help Offline Businesses Looking to Increase Sales and Grow Their Customer Base

*New York-based Internet marketing expert says that, even if a company doesn't do business online, it can benefit from a quality online marketing campaign.*

NEW YORK, NY - NEW YORK, USA, January 21, 2014 /EINPresswire.com/ -- According to Peter Crisafi, President of dzine it, Inc. ([www.dzineit.net](http://www.dzineit.net)), a leading search engine optimization (SEO) and [Internet communications firm](#), located in Manhattan and serving clients from around the country, a good [Internet marketing campaign](#) can help a small business reach a larger audience and is more budget-friendly than many offline marketing outlets, such as magazine and newspaper advertisements.

"There are so many small businesses that don't have any e-commerce component and, therefore, their owners assume that there is no reason to have an Internet marketing campaign," says Crisafi. "This is not the case. Online marketing is just as important for small businesses as it is for giant retailers and corporations."

According to Crisafi, Internet marketing is advantageous to small business owners because it provides them with an effective low-cost marketing option that allows them to get their business's name and message out there, without breaking the bank.

"For most small businesses, the biggest challenge is getting the word out about its products and services," he explains. "With Internet



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marketing, small business owners can really grow brand recognition and, in turn, increase sales and grow their customer base.”

Beyond advertising in print media, Crisafi says that many small business owners like to use old marketing tactics to grow their business on the street level. This may include placing flyers on cars or handing out coupons to passersby.

“Sure, these methods can work on a small scale,” Crisafi says, “but they are not cost effective and they have limited reach.”

Crisafi says that the same goals that these methods are meant to achieve can be attained through Internet and [social media marketing](#). In addition, they can reach many more potential customers.

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



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