

Leading Internet Marketing Expert Says That Online Marketing Can Breathe New Life into Small to Mid-Sized Businesses

New York-based digital marketing specialist notes that online marketing offers many advantages over traditional advertising.

NEW YORK, NY, UNITED STATES, March 3, 2014 /EINPresswire.com/ -- "There are countless reasons why Internet advertising and [social media marketing](#) far exceeds a business's expectations when compared to more traditional forms of advertising, such as print media, radio and television," says Peter Crisafi, President of dzine it, Inc. (www.dzineit.net), a leading website development and Internet marketing firm based in New York and serving clients from across the country. "In fact, studies now show that nearly 68 percent of customers say they check out a business's social media page, prior to patronizing that business."

According to Crisafi, many small business owners are complacent when it comes to getting the word out to potential customers. They may be comfortable with old advertising techniques, he says, but what they fail to recognize is that online marketing will give them more bang for their buck.

"Even if a business is making a steady income based on old marketing styles, it is likely still losing market share to its competitors if it is not taking advantage of the Internet as a marketing tool," says Crisafi. "Even if its customer base remains steady based on traditional marketing, a business can maximize its profits by using their advertising budget more cost-efficiently."

Social media marketing is a must for any existing business looking to try something new with their marketing budget, according to Crisafi, because nearly 72 percent of adult Internet users in the U.S. are now active on at least one social network, up from 67 percent in 2012 and just 8 percent in 2005.

"With such these figures and the amazing growth that they show, businesses cannot afford to continue avoiding the inevitable reality that online marketing is the best way to increase their customer base," he explains. "With social media, a business can connect with old customers, as well as new



ones.”

Most business owners will find that many of their existing customers already use social media. Business owners can create a social network to engage these existing customers by offering specials and discounts, while at the same time, enticing new customers using paid content and social sharing.

“Many business owners that come to us and utilize our services are amazed at the results that a quality social media campaign can bring,” says Crisafi. “If a business owner is still using print and radio advertising for their business, but has yet to explore the benefits of social media marketing, they are destined to stay stagnant and will certainly lose money over time.”

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.



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