# Why Offline Marketing Is The Perfect Career Choice For Any Online Marketer

You are an online marketer. You’ve read up about marketing topics like article marketing, forum marketing, facebook pages and other areas that can help you get better ranking. You’ve tried the techniques and you know they work. Believe it or not you are now ready to take your knowledge and apply it to the offline world who don’t even have 10% of the knowledge you have. With your knowledge you can help offline businesses succeed online.

Basically you need to bring your skill set to those who don’t know anything about marketing their business on the internet. Many companies have got websites built by graphic designers, web designers etc. They visually look good however, the concept of “build it and they will come” is a myth. You need to be attracting customers. This is where you come in.

Firstly decide on the areas you want to focus in on. If you don’t like web design, then target offline businesses that already have websites that you can drive more traffic to. Then decide what exact skills you have that you can offer – never offer anything you can’t do or don’t have experience in.

One area that you can really focus on is lead generation for businesses. Businesses need fresh leads that they can convert into customers but they don’t know how to do it. This can be done in a number of ways. Firstly most businesses have no comprehension of the importance of capturing a visitors email and name when they visit the site. In order to do this you need to provide them with an autoresponder service, then some sort of bribe to get a visitors contact details. From there you need to provide follow up messages. This is something a business probably has never thought about – this is where you step in and provide them with the service.

Before you even think that you can’t do this think again. How many businesses are there in your local town or city? How many of these would like extra customers and extra profits? If you can prove yourself you will get the business. In fact if you prove yourself many businesses will not want you to work with their competitor – think monthly retainer fee!

Having said that, I’ve personally seen SEO companies – I’m talking one man outfits going out and working with one small sector, for example small business coaches looking at their business and focusing in on the SEO for them and lead generation. The secret was they targeted these businesses and gave them “local listings” for example Life Coaching [town name, suburb etc] therefore they could target any number of life coaches in any number of different areas.

The key to your success is to find businesses that need help and want to expand but can’t hire in a large scale marketing company. Along you come with your knowledge of online marketing and offer them scalable services to increase their visibility and profits – now tell me who would want a service like that!

YOUR RESOURCE BOX : This is only the tip of the icerberg for a complete guide on how to cash-in providing services for offline businesses then check out ‘Offline Markleting Roadmap’. **[YOUR LINK HERE]**