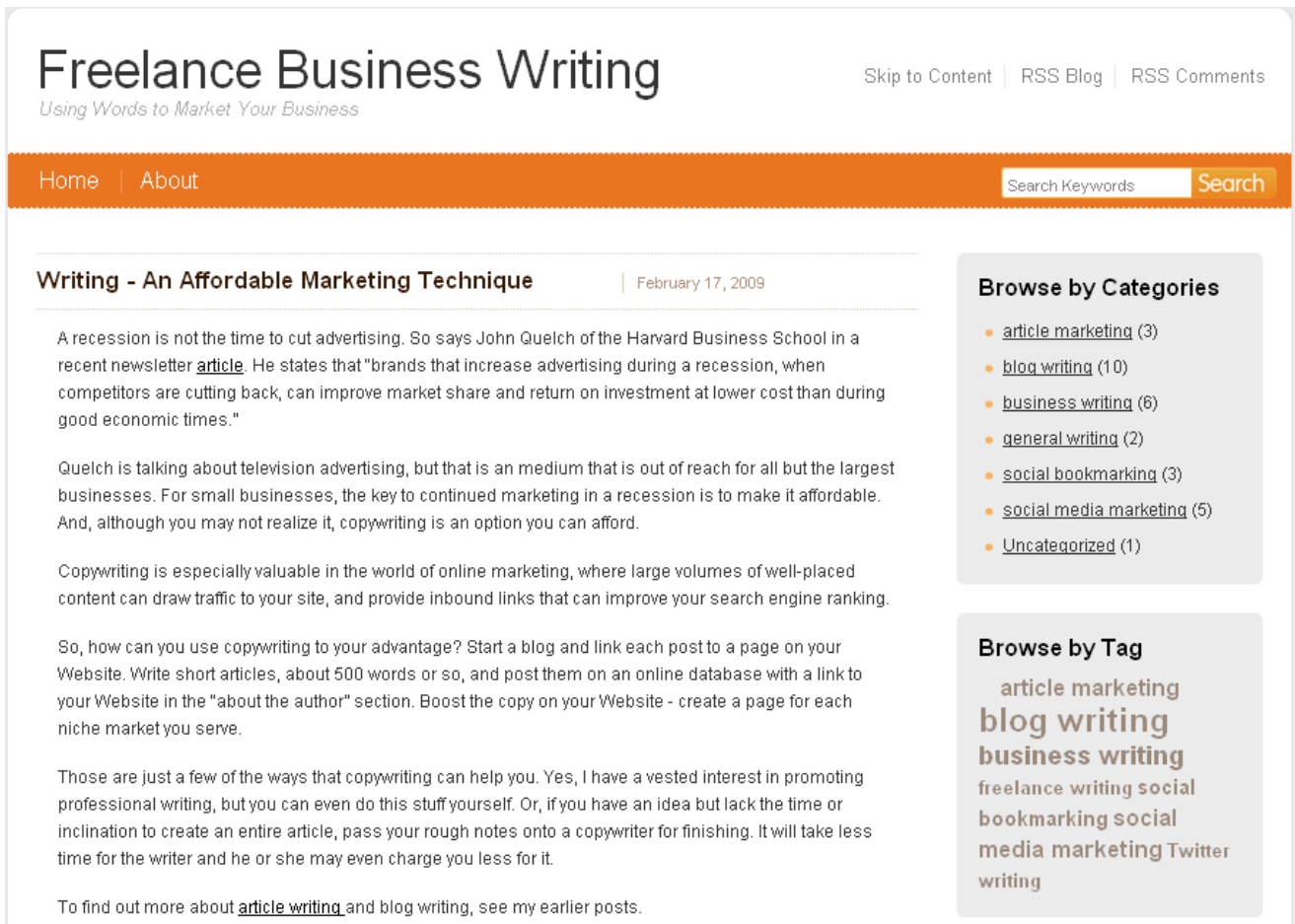


A screen shot of a blog post from the Tiger Lily Media Freelance Business Writing Blog.



Freelance Business Writing

Using Words to Market Your Business

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Writing - An Affordable Marketing Technique

February 17, 2009

A recession is not the time to cut advertising. So says John Quelch of the Harvard Business School in a recent newsletter [article](#). He states that "brands that increase advertising during a recession, when competitors are cutting back, can improve market share and return on investment at lower cost than during good economic times."

Quelch is talking about television advertising, but that is an medium that is out of reach for all but the largest businesses. For small businesses, the key to continued marketing in a recession is to make it affordable. And, although you may not realize it, copywriting is an option you can afford.

Copywriting is especially valuable in the world of online marketing, where large volumes of well-placed content can draw traffic to your site, and provide inbound links that can improve your search engine ranking.

So, how can you use copywriting to your advantage? Start a blog and link each post to a page on your Website. Write short articles, about 500 words or so, and post them on an online database with a link to your Website in the "about the author" section. Boost the copy on your Website - create a page for each niche market you serve.

Those are just a few of the ways that copywriting can help you. Yes, I have a vested interest in promoting professional writing, but you can even do this stuff yourself. Or, if you have an idea but lack the time or inclination to create an entire article, pass your rough notes onto a copywriter for finishing. It will take less time for the writer and he or she may even charge you less for it.

To find out more about [article writing](#) and blog writing, see my earlier posts.

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