

Good morning

Each month, Growth Spurts profiles three of the newest trends and opportunities in the business world for business development and growth. This month, we bring you video on advertising online, provide fr'ee resources to help you decide on your business' marketing channels, and deliver three articles to assist in your getting paid on time.

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Considering Some Online Advertising?

When deciding where to spend your advertising dollar, online can seem like a more complicated choice - even more so if you aren't familiar with the options and jargon used by providers. Ignoring the opportunity to have online presence however, could be detrimental to longer term business growth.

One of the many benefits of advertising online, is that you can connect with potential customers at the magic moment they're searching for your products or services, and only pay when people click your ads. And because it's online, you will normally have full control and visibility of all related activity.

We've set up many Google Adwords campaigns for clients who needed an easy to understand solution that they could measure and control. There are also hundreds of online directories (both free and paid), which can help to boost your website search engine rankings over the long term.

Find out how Google Adwords costs work, how you control the ads (and your budget), and why Google Adwords is the favoured online advertising choice for small businesses by watching [this short video](#). Want to know how much it costs to set up your own Google Adwords campaign? Not much. Call us today to find out - 0508 538 747 or email us at yes@iwanttogrow.co.nz.

Choosing Your Marketing Channels

Wondering which marketing channels to use to promote your business? With such a massive choice, it is helpful to go through a process of elimination to make sure you are a) aware of all your options - and b) are making decisions based on what will get the best results for your business.

For your copy of our helpful Marketing Channel Matrix, contact us via email (yes@iwanttogrow.co.nz) or phone us fr'ee on 0508 538 747.

Three Essential Articles for Getting Paid On Time

We've spoken with a couple of clients recently who are feeling challenged by customers who make their own rules when it comes to paying invoices in a timely manner. Perhaps all of us have at some stage needed to have difficult conversations with late payers - or even payers who break all the rules of your Terms of Trade.

Here are three articles we've hand selected to help you. We hope they will provide some fresh alternatives to debt collection and lowering the 'hassle factor' when it comes to the 20th of the month deposits.

[Read these articles here.](#)

Don't have internet access? Call us today to request a hard copy of the articles we've referenced in this issue - 0508 538 747.

Have some thoughts you'd like to share? We welcome all comments relating to marketing or this email newsletter. Please don't hesitate to [email us your feedback](#) or requests for the next issue - we'd love to hear from you.

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