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Promote a product or service without going broke

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Business is slow, but your budget doesn't allow much wiggle room for advertising.

Public relations and communications firm Cher Murphy PR LLC offers these tips for promoting a service or product online, without breaking the bank:

- Jump on the Web. If your company doesn't have a Web site, now is the time to create one. Site-builder services can make it cheap and easy.
- Blog. If you can attract a readership, blogging might be the perfect way to showcase your business. Many sites offer free blogging accounts, while others charge only a few dollars.
- Be an amateur videographer. Creating and posting a low-cost, informative video on YouTube can drive traffic to your Web site.
- Seek press. Make it a goal to send out at least one news release a month to your local paper.
- Network. There are online networking sites that make it simple to connect with other professionals or companies, getting your word out.

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