

Brownbook Newsletter

This month we're very pleased to announce we've upgraded our service so that businesses can customize their page in all manner of ways. Secondly, I'd like to hear from any business that has a Brownbook success story they'd like to share in some future press activity. And finally, this month's 'business talk' is very topical; "advertising during a recession".

Latest news

This month we have two major new features to help your business...

1. Customize your business listing \$22 / £11

Make your listing stand out from the crowd and turn prospects into customers by customizing your listing page to really sell your services:

- Add your company logo, photos, videos, and marketing information. Change the layout of your page by dragging and dropping the different sections.
- Add external widgets, like Meebo's excellent instant messenger widget "MeeboMe" (www.meebo.com) to respond in real-time to sales enquiries.
- Re-use Brownbook features, like reviews or the Google map, as Bidgets (Business Widgets) on other websites.

[Click here](#) for a video of Marc demonstrating how it all works.

Here are two examples of customized pages that include the full complement of rich media and widgets:

- <http://www.brownbook.net/business/186/nauteriors-fitted-bed-linen-for-boats>
- <http://www.brownbook.net/business/31008544/sjk-products-ltd>

And here's an example of a blog that's re-using the Brownbook map and reviews Bidgets:

- <http://miracledrywash.blogspot.com>

Want more info... check here: <http://help.brownbook.net/overview-of-customize-my-page/>

2. Create your own website for \$98 / £49 per year

We've added this one for businesses that want to go the whole hog and present their business with a professional own-branded website. Use our DIY website creator to produce your own website in minutes, complete with your own brand, multiple pages, photos, videos, maps, and more, PLUS update it as often as you wish at any time at no extra cost.

Here's the lowdown for you - <http://help.brownbook.net/overview-of-create-my-website/>

Brownbook Success Stories

Do you have a story of how Brownbook has benefitted you? If so, then we would love to hear from you. We would like to feature you in our press activity, meaning free exposure. Send your Brownbook success stories to sarah@brownbook.net

Business talk – advertising in a recession - sales up by 256%

In the current economic climate, companies of all sizes have to be on the lookout for more cost-effective ways to market their business. Money is tight for most and in order to stay competitive businesses need to spend creatively and have a clear strategy that enables their company to stand out in an effective way.

McGraw-Hill Research analysed the advertising expenditures of 600 companies across 16 different industry categories during the recessionary periods of the early 80's. The results of the research showed that companies who maintained or increased their advertising spend during times of recession achieved significantly higher growth in revenue and brand awareness, both during the recession, and for the following three years. In fact, the sales of those companies who advertised aggressively during a recession rose 256% over their competitors who eliminated or decreased marketing and advertising expenditure.

Today businesses are faced with new challenges as many of the traditional advertising media lose their effectiveness. New methods have become mainstream, such as: having a website, blogging, using Twitter, selling online, using video online, managing testimonials online, customer forums and the use of social networks.

Businesses are reaching out to their customers and potential customers via these new media channels to engage in conversations and relationship building. Micro-blogging platforms such as Twitter (www.twitter.com) have enabled companies to reach out to customers on an individual basis, as opposed to the traditional mass advertising. Online forums provide a place for enthusiastic customers to gather to ask questions and share information about a company's product or service. Social networking sites such as Facebook are invaluable for building your personal and company brand online, as well as to interact with customers in a social space online that they're already using.

Brownbook's 'customize my page' promotion offers businesses a cost-effective and smart way to showcase themselves and gain awareness in today's challenging climate. Customizing your listing not only better presents your brand, but it has the power to transform prospects into customers.

Featured Business



See how SJK products have customized their listing page [here](#).

iPod update...



Currently the person who has the most 'friends' points on Brownbook is [Martyn Regan](#). See the leader board [here](#). The question is, will he have the most on the 10th of December and win the iPod?

That's it, till next time...

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