

A photograph of three business professionals in a meeting. Two men in suits are shaking hands over a table with documents and a pen. A woman in a grey blazer stands behind them with her hands clasped. The scene is brightly lit, suggesting an office environment.

**5 FREE ONLINE
ADVERTISING
CHANNELS FOR
YOUR BUSINESS**

 **Birdo.io**

5 Free Online Advertising Channels For Your Business

You can advertise through your website. Ordinarily, you should pay a nominal fee for web hosting and your domain name. A paid web hosting service is more reliable. Your domain name will impress upon your visitors an immediate sense of professionalism. But if you don't want to spend on them, there are a lot of free web space providers on the Internet!

You can advertise through other people's websites. And you can do this in a lot of ways too! You can create a banner that would summarize your business's offers and have it displayed on existing pages. Or you can use the said banner to link to your pages, or you can even settle for simple links. Additionally, you can have other webmasters rave about your venture, and they can talk about it on their websites.

You can create your affiliate program. By giving commissions as an incentive, you can also invite other Internet users to become your affiliates. Each affiliate would work to help you make a sale. It's like having a battalion of sales representatives that you'd only have to pay if they manage to refer a willing customer!

You can try viral marketing. Viral marketing is the online equivalent of word o mouth advertising. By giving away something for free, for as long as that something has a link or a simple reference to your business, you're encouraging the recipient to spread the word about your business to the people he knows. This will result in the exponential expansion of your business message like wildfire.

You can advertise in online communities. Forums and mailing lists are popular venues that could likewise convey your business message. Membership to these groups is usually free. Additionally, you can also create your mailing list and start capturing leads for future sales by doing some helpful follow-ups.