

## **5 Ways to Drive Business to Your Website**

- 1. Put your web address on your business cards**
- 2. Put your web address in your email signature and hyperlink it to your site**
- 3. Put your web address on all your marketing materials: letterhead, envelopes, folders, brochures, ect.**
- 4. Send a direct mail piece showing what your site has to offer**
- 5. When talking face to face or on the phone, encourage people to go to your site for specific information**