



The National B2B Centre
Helping growing businesses make smart e-business decisions

Marketing Online download

Joining a Discussion Forum

Another increasingly popular method of online marketing, alongside blogs, is discussion forums.

Like blogs, forums are not intended to directly promote products, but to discuss issues and support others by offering your experiences and knowledge, in a peer-to-peer environment. For maximum impact the forum must be relevant to your business. For example, if you sell wedding stationery you might join weddingforum.co.uk to give advice to others on their big day, hence creating referral advertising. But don't forget most forums are international, so it's not worth trying to promote your business overseas unless you have the capacity to deliver.

Small business discussion forums

Here is a list of small business forums that might be relevant to your business:

www.Startups.co.uk/forums – 'To help you build a better business' - A forum offering advice to new start ups covering franchising, buying a business, raising finance, marketing, events and premises, among others.

www.smallbusinesscomputing.com – 'Your Online Guide to Small Business Technology' - A forum where you can discuss business software, hardware and equipment, online marketing, web management, small business essentials, among others.

www.smallbusinessbrief.com/forum/index.php? – On this small business ideas forum you can discuss as many IT topics as you like ranging from search engine optimisation to copywriting to computer security. This forum is split into areas for you to discuss marketing online, marketing offline, generating revenue, ideas and inspiration, general issues and computing.

<http://nb2bcmembersnetwork.webexone.com/login.asp?loc=&link=> - The B2B Centre Members Network Forum - Finally we couldn't leave out our very own forum. You can request to join our members' network forum where we encourage our members to discuss e-business issues and post their questions directly to us. Have you been wondering how to start optimising your site for search engines? Do you want to hear others experiences of pay per click ads? Do you want to learn about blogging and where you can start one?

Use a forum to discuss Blogging

We have set up a new **discussion on Blogging** (see <http://nb2bcmembersnetwork.webexone.com/r.asp?a=11&id=3317>) following on from today's newsletter to help you. If you're an existing member log in now or new members can request to join.

By Liz Rowe, Editor, B2B Centre, 1 November 06