

Online marketing rookies 'could get help'

Advice should be sought from a third party by small businesses about to embark on an online marketing campaign for the first time, according to the Federation of Small Businesses (FSB).

If firms opt to get help from elsewhere, it can decrease their fears about possible internet fraud and assist those that do not know the intricacies of legal protection, the body claimed.

Moreover, a number of small businesses decide to enlist the help of others simply because they are unsure how to handle the medium themselves.

"They're not internet experts, so they would need advice from somebody else," said a spokesperson at the FSB.

"A third of our members run their business from home - the number of small businesses that sell online is 18.4 per cent," he added.

Recently, the Chartered Institute of Marketing's director of research David Thorp said that companies that want to outsource online marketing campaigns should have clear ambitions.



<http://www.businessinberkshire.co.uk/fsbeastberkshire/>

