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Aussie Product Review gives small business a fair go.

Contact: Cheryl Beasley

Email: gmcl@onthenet.com.au

URL: <http://www.aussieproductreview.com/>

Blog: <http://aussieproductreview.blogspot.com/>

Launched online in July, Aussie Product Review are giving small business a fair go in this dull economic climate with free promotional opportunities.

Small and micro businesses with limited budgets can find it difficult in the current financial climate to warrant the expense of advertising. Some are unfortunately cutting their advertising altogether to save money, but a new internet based business launched only last month is giving a helping hand to these businesses.

Aussie Product Review offer free product reviews to any small business regardless of their size. The niche they fill is to give small business free advertising but not a 'stagnant' ad that is only seen when the site is visited but an advertisement in the form of their personal product review that is promoted constantly throughout Aussie Product Reviews social media network and the internet.

The review is posted on the front page of the website and blog and remains there for four weeks. Each week the sites are heavily promoted. After four weeks the review is then placed in its appropriate category, still permanently linked to the website and therefore utilizing search engine optimization for the business review.

The businesses have full copyright of their review and can use it to further enhance their promotional activities. Product reviews can help promote a positive image of a business, build customer trust with an unbiased opinion and reinforce popular products to customers.

Aussie Product Review's owners have small businesses themselves so know how hard it can be to get good promotion. They also have their own advertising blocks for sale on the site. The difference again there is that the ads also benefit from all the review promotion giving small businesses another good value option.

Aussie Product Review gives small Australian business the opportunity for substantial promotion at no cost and in this economic climate it's a real boost for business.

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