

site visit.

>Links - Link to your chamber of commerce and community sites. Link to other company's sites with a cross promotion that showcases all of your businesses. Add links to your web site on everything you do. Put your web address on everything.

>Speak up! Give talks and seminars in your area of expertise. Now that they know you are an expert, give them a handout with an invitation to visit your web site.

>Goodies - Purchase and freely distribute promotional items with your site address.

>Voice mail - Leave your web site address on your voice mail and offer callers a reward for visiting you there.

>Surveys - Conduct ongoing research on and off your site. Publish stories on the results. Invite readers to participate in the next month's survey.

>Interaction - A recent study showed that 90% of online customers prefer human interaction. Be reachable, visible and...human to your customer.

>Signature - Add your web address to your signature file(s).

>Bribe! Get them to your site once, promise to always have new and important updates. Keep that promise and you will have many loyal customers and hundreds of hits.

Want a free copy of the marketing plan I use with over 45 promotional ideas? Email me at mktgpro@enteract.com and put "Spreadsheet" in the subject line.

Stuck? I am available for a 2-3 hour brainstorming session that will help you jump start your planning.

2.***** RESOURCE REVIEW *****

I recommend the following books on marketing.

"Guerrilla Marketing On Line" - Jay Conrad Levinson
"Publicity on the Internet" - Steve O'Keefe

When planning your off line attack, don't forget the Schaumburg Township District Library at <http://www.stdl.org> is the largest business library in Illinois outside of Springfield.

3. **** TIPS, TRENDS, STATS AND STRATEGIES ****

Marketing is Important! Getzler and Company surveyed 190 dot-com firms in Q2-Q3 2000 and found that 24% cut marketing costs and 13% cut operations costs. Over the two quarters, the companies who cut operation costs were profitable, but the companies who cut marketing costs were not profitable. While 27% underwent restructuring in Q2, 40% restructured their company in Q3.

4. *** INSIDER IN-SITE - "Insider" sites of the month ***

For tips on using direct mail visit www.directmailtips.com

For ideas on using promotional items visit www.epromos.com

5. ***** QUOTE OF THE MONTH *****

"We must either find a way or make one."
Hannibal

6. ***** FUNNY STUFF - Topical Humor *****

Mergers and acquisitions we might expect to see.

3M and Goodyear = mmmmgood
Netscape and Yahoo = Net'n Yahoo
Honeywell, Imasco and Home Oil = Honey, I'm Home

7. ***** SURVEY ON LINE *****

These were the best answers to last month's survey question. Thanks for writing.



Question - What has been your best marketing activity?

Answer - "Telemarketing," says Sue Diamond. "Most businesses can benefit from a structured sensible plan for using the telephone to generate new business from existing customers as well as finding new ones." For more information, see her web site at www.susandiamondassociates.com

Networking, Networking, Networking says Rica Cuff of Etiquette Works. "Put yourself in front of people. Mingle, work side-by-side, get to know people and let them get to know you. Often, before you realize it, you're making a positive impression and your company is being considered, or being referred, to provide a service."

Got an answer to this month's marketing question? I will select one or two and use them, your name and company in the next newsletter.

Question for this month? How do you market your web site?

8. ***** Monthly Rant *****

Everyone needs a web site...right? Even the smallest hot dog stand wants to have a web presence. As they used to say on Seinfeld.. "not that there's anything wrong with that", but I disagree. Unless you know your target audience and what you want from them, wait to put up a web site. Seek out a local web developer you trust and ask their opinion. I stress local for more accountability and a better web site. You get better results with face-to-face meetings than from someone in Arizona your brother (who doesn't have a web site) recommended.

9. ***** Marketing speak *****

Stickiness = A measure used to gauge the effectiveness of a site in retaining individual users. The term is usually used in promotional material when traffic numbers are too low to be effective in lauding a site's performance.



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