

Web Site Marketing Tactics from 'Tried and True' to New

Permission Marketing

Many of the marketing activities discussed here require that viewers/customers to your site are asked for permission to market to them. With other activities the viewer participates in there should be an understanding that their involvement will be treated ethically.

That would include having a **Privacy Policy** available for viewing. One that indicates that you will treat the participating user with dignity you yourself would expect. This would include an Anti-Spam declaration.

Keep them coming back with attractive website content, which includes: continuity, useful content, the right colors and amount of, and text sizes and font choices that don't distract.

Tried and True Tactics

- **email signatures:** Business card, email signature, should always have the website. General rule of thumb is not to have more than 6 lines.
- **Newsletters:** Newsletters have been a tactic for many years. Some points to consider before making one available, usually through permission marketing.
 1. What are your goals and what is the best tactic to measure success?
 2. Who and how will the newsletter mail-out list be managed?
 3. Content?
 4. Will independent evaluation make it better?
 5. How often do you publish?
 6. Use audio or video in newsletter?
 7. What value added information—what would the reader be interested in—should be included?
 8. Discounts? Freebies?
 9. Links to support areas, such as FAQs recommended.

An email service provider can publish reports about how many were sent, how many bounced back, how many didn't get opened because of spam protection, how many were opened and how many links—which ones—were clicked on.

- **Article writing:** Having articles on other websites is a powerful lead generation tactic that attracts potential clients that are interested in your topic.

Want to know who has links (called backlinks) to your website?

Go to google.com. In the Google Search block type in info: **yoursite.com**
A page will then display which has links to a number of different references, including web pages that link to **yoursite.com**

By submitting an article you can build back links to your website, get out information through other websites about your business and products, and build traffic to your site. So, what should you keep in mind when you write an article?

1. It should serve a business purpose and not be 'creative writing.' Quality not great prose.

epic.org
Electronic Privacy
Information Center

ezinequeen.com
Sign up for a newsletter
on how to establish
and improve your
own newsletter

nngroup.com/reports/
newsletters
165 Design Guidelines
for Newsletters

ezinearticles.com
or
article marketer.com

businesswire.com
prnewswire.com
expertclick.com

2. Use your keywords.
 3. Decide what the article should accomplish. Is it for a.) branding and promoting your image or expertise in your field, b.) for lead generation to get customers to your website by solving a problem—how you approach a situation, or c.) as part of a community of similar businesses/services/non-profits/individuals.
 4. Before writing decide if it should be a tips list, Q&A, or straight research.
 5. How will you submit it?
- **Online Press Releases:** Press releases can increase your standing with search engines as well as communicating to the media and potential customers/clients. Use your keywords. Build a database of media contacts by noting who writes about your topic or product or use an online distribution service. How to write an effective press release:
 1. Determine the target audience
 2. Identify the keywords/phrases, and create links to more information
 3. Distribute widely and monitor your traffic

WEB 2.0

Web 2.0 is a term describing changing trends in the use of World Wide Web technology and web design that aims to enhance creativity, secure information sharing, collaboration and functionality of the web. Web 2.0 concepts have led to the development and evolution of web-based communities and its hosted services, such as social-networking sites, video sharing sites, wikis, blogs, and folksonomies. The term became notable after the first O'Reilly Media Web 2.0 conference in 2004.[2][3] Although the term suggests a new version of the World Wide Web, it does not refer to an update to any technical specifications, but to changes in the ways software developers and end-users utilize the Web. According to Tim O'Reilly:

“
Web 2.0 is the business revolution in the computer industry caused by the move to the Internet as platform, and an attempt to understand the rules for success on that new platform.[4]
”

Some technology experts, notably Tim Berners-Lee, have questioned whether one can use the term in any meaningful way, since many of the technology components of “Web 2.0” have existed since the early days of the Web.

Social Media—the new tactics

There are a lot of different social media tactics available. New ones are appearing all the time. They can become part of your overall marketing efforts, with the way they relate back to your website. Relevance and keywords remain the guiding principles for content.

- **Blogging:** A way to benefit your marketing efforts by engaging viewers, clients, customers.....here are some benefits to having a blog.
 1. Reinforces the idea that you are an expert.
 2. Assists in creating a community of like-minded web users
 3. You receive feedback about your product or service
 4. Increases the likelihood that the media will find you
 5. Help develop a brand story and creates more leads

technorati.com
a website all about
blogging

wordpress.com
or
typepad.com
for a free blog
application

6. Fresh content communicates that you are active and responsive
7. Generates traffic to your site with links in the blog

A blog benefits your marketing efforts in ways your website can't.

- It's interactive, a two-way conversation with your customers
- It's immediate for content and search engines
- You can archive content for readers to search
- You can generate an RSS feed
- Search engines are attracted to new and changing content
- You can comment on other blogs, increasing your exposure

RSS (Really Simple Syndication) is an XML-based vocabulary for distributing Web content in opt-in feeds. Feeds allow the user to have new content delivered to a computer or mobile device as soon as it is published. An RSS aggregator or RSS reader allows the user to see summaries of all their feeds in one place. Instead of visiting multiple Web pages to check for new content, the user can look at the summaries and choose which sites to visit for the full versions.

<http://www.blogcatalog.com/>
One of the largest
blog directories on the
Internet

- Blog software is easy to obtain and setup (some websites are built with blog applications)

Before you start-up your blog consider the following guidelines.

- What is it you want to accomplish
- Who is your target audience and how will you be distinctive for that audience
- Will the blog be personal, business like, informative, or...
- Will there be guest writers
- How often will you post (recommended to post often to keep viewers interested and attract search engines)
- What other blogs are there out there that could be used to take guidance from or write to for attracting their contributors
- Establish and keep credibility
- Link to relevant content on your website

Be sure to put your blog address in all your business correspondence.

- **Microblogging**

One of the fastest growing social media tools is microblogging. Put in 100-140 words and you're done. Track what you are doing at that point in time. Eventually attracting like-minded Internet users.

Put an extension into Firefox or Google web browsers and posting to your Twitter is easy.

"The key question today isn't what's dumb on Twitter, but instead how a service with bite-size messages topping out at 140 characters can be smart, useful, maybe even necessary." Business Week, May 16, 2008

- **Videos and podcasts**

Videos and podcasts will add multimedia choices to the website. Podcasts can be downloaded to a MP3 or iPod. eMarketer has written that half the U.S. population will watch online videos by the end of this year.

There are free audio applications available. Produce a video or podcast about your product and its benefits and upload it to your website.

twitter.com
or
pownce.com

audioacrobat.com
or
<http://audacity.sourceforge.net/>

<http://delicious.com/>
or
digg.com

- **Social Networking:** this is everything from Facebook to Myspace and beyond. A social network for professionals can be found at LinkedIn at <http://linkedin.com>.
- **Social Bookmarks:** Put social bookmark tags on you website. The more common brand names are digg and del.icio.us. There are many more and they can be found listed at <http://toprankblog.com/tools/social-bookmarks/>
- Digg is a place for people to discover and share content from anywhere on the web. From the biggest online destinations to the obscure blogs, Digg highlights the best as voted on by users. Digg provides a place where people can collectively determine the value of content, changing the way people consume information online.
- Delicious is a social bookmarking service that allows users to tag, save, manage and share web pages from a centralized source. With emphasis on the power of the community, Delicious greatly improves how people discover, remember and share on the Internet.