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9 Ways to Market Your Web Site via Offline Marketing

By C S Wurzberger and Pam Foster

Did you know that the average American needs to receive the same marketing message up to 12 times or more before he/she might respond?

As you think about marketing your Web site, consider that your ideal prospects and customers are bombarded with marketing messages every day. You need to make sure your Web site's messages stand out—OFTEN—to reach your target audience in a meaningful way.

In today's cluttered market, a strong appealing message, consistently hammered to your audience, will boost your rate of success. Plan to reach your prospects and customers through a repeated mix of offline and online tactics.

Here's how to tackle the offline marketing tactics once you have chosen a strong domain name and a tagline that describes your promise to customers. (For example, the domain name www.giftshopsfamerica.com has a tagline of "The best places to shop, right at your fingertips.")

1. First, put your domain name and tagline on all the branded materials you already use to identify and/or market your business, including:
 - Business cards
 - Letterhead sheets and envelopes
 - Business sales materials such as brochures, sell sheets and flyers
 - Newspaper ads
 - Your phone book ad
 - E-mails: add your domain name to the personal electronic signature at the bottom of all your business e-mails
 - Promotional items
 - Answering machine messages
 - Signs
 - Radio and TV commercials
 - Invoices, statements and contracts
 - Public relations materials, such as press releases and media kits
2. Announce the arrival of your Web site through press releases, articles and special mailers. If your business is local, throw a big party to celebrate the launch of your site (and drive awareness).
3. Put your domain name/tagline on your company vehicles.
4. Wear a T-shirt and/or ball cap with your domain name/tagline.
5. Sponsor a local sports team and have them post a big sign somewhere with your domain name/tagline.
6. Sponsor networking events and make brochures available with your domain name/tagline.
7. Hand out product samples labeled with your domain name/tagline.
8. Send your current customers a postcard with a discount coupon for purchases or inquiries made on your new Web site.
9. Offer to teach a class for free on your subject of expertise; include handout materials labeled with your domain name/tagline.

Have fun with it and include your staff in finding creative ways to promote your Web site!

Keep in mind that this small yet very important part of your ongoing Web promotion strategy will help you drive more and more customers to your site—all supporting your online profits.

These are just some of the ways you can boost your success on the Internet. To learn more, you'll want to attend the three-part Web development seminars that Score offers.

You will also want to get your hands on the new Internet Jungle Guide book, *9 Easy Steps to Planning a Profitable Web Site: Your complete guide to navigating the Web development jungle and launching a site that sells!* This mini-course and workbook will help you launch a site that truly attracts prospects and customers who are ready to make purchases!

You can order this book online at www.internetjungleguide.com. *The Internet Jungle Guide is a division of Premiere Visions, LLC.*

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C S is an accomplished Internet strategist, usability expert, seminar and workshop leader, and Search Engine Optimization specialist. She has extensive experience in all aspects of Web site development for small-to-mid-size businesses, with a specialized focus on retail and wholesale companies. She also plays a leadership role in several business development organizations, and frequently presents seminars and workshops throughout the U. S.

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Pam is a senior copywriter and sales catalyst who specializes in writing marketing copy for the Web and traditional media. Using her diverse 25-year background, she's uniquely strategic and results-driven, helping clients reach their target audiences and achieve their sales and lead-generation goals. She has extensive experience in writing Web content, online marketing campaigns and e-newsletters.

The national SCORE Association is a nonprofit organization dedicated to entrepreneur education and the formation, growth and success of small business nationwide. SCORE Portland is one of 389 chapters throughout the United States, with over 11,000 volunteers nationwide. SCORE is a resource partner of the U.S. Small Business Administration.

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