

A Web Site Advertising Handbook

*For Entrepreneurs
and Small Businesses.*



- ◆ *Attract Visitors!*
- ◆ *Increase Sales!*
- ◆ *It's so easy --*
just start where you are!

Contents

Page

Congratulations!..... 3

Part 1: Solid Footing

What is the Purpose of Your Site..... 4

What is your Call to Action?..... 5

Romancing the Hits..... 6

Fanning the Shopping Flames..... 6

It Boggles the Mind..... 7

The eyes have it..... 8

Part 2: Tips & Tools

1. Stamp out ignorance..... 9

2. Include web address in all future printing

3. Power up your phone message..... 10

4. Market by mail

5. Get Classified..... 11

6. Imprint some ad specialties

7. Flash a Flyer..... 12

8. Produce a POP

9. Magnetic Impact..... 13

10. Go Pressure Sensitive..... 14

11. Book 'em..... 15

12. Create a Promotion..... 16

13. Sponsor an Event..... 17

14. Reach out by Radio..... 18

15. Rolling down the Highway..... 19

16. Search Engines..... 20

Conclusion..... 21

Final Notes --

Web Address Marketing Notes & "To Do" list..... 22

Need assistance?

Email: info@nashvillenetlinks.com..... 23

Congratulations!

Your presence on the worldwide web has exponentially multiplied your **potential** for success! Since you are reading this booklet, we assume you are ready to intensify the action at your site! (Let's get started!)



**Eyeball to Address --
that's our goal!**

The first step in attracting visitors to your site lies in getting your www.address "out there!" In Part 2 (beginning on page 9,) you'll find 16 sweet tips to help you make those eye/address connections. Get ready to have some fun!

But first, consider this:

"You can lead a horse to water," but...what then?

Increasing your daily hits will be of greater benefit if your site encourages lingering and action. Said another way, the ultimate success of your site depends on how many cold hits you can morph into red hot (income-generating, if that's what you're after) responses! Therefore, we urge you to commit right now to continually fine-tuning the content and purpose of your site.

Let's aim to claim viewers who -- after noticing and logging onto your site (Victory #1) -- find reason to linger long enough to respond in the way you desire (Victory #2.)

If you can get "the horse" to "drink" instead of galloping on, you're on your way to realizing your most profound potential! Ready to do your homework? (Read on!) ■





What is the purpose of your site?

While you considered this question as your site was created, your site's purpose and perceived potential is much like that of a living thing -- subject to growth and change.

◆ Sometimes, a site's purpose is simply to "brand" a company name...or the name of a product. It could be anything from the name of a new hair salon...to the name of a new shampoo (or entire hair product line!) Maybe you're branding the name of your restaurant...or your own special salsa recipe! Think "Coke." Think "KFC." Think "YOUR NAME!" Use your site as one more way to get your business name and logo "out there!"

◆ Do you want to use your site to express your "voice" and expand your intellectual influence within your own geographical community -- as well as globally? Great! The purpose of your site might be to generate a mailing or email list of folks interested in the topics and issues your site aims to address.



◆ Do you want your site to generate sales leads and make money for your local physical business...or an online business? Your site's purpose could be to get people to call your office to set an appointment...or visit your physical store...or order something online...or complete an online form that tells you they're interested and would welcome your call. (You get the picture!)



If you want your site to generate any kind of response (such as an email reply, a "lead," a purchase at your online or physical store, or a request for a quote or service, etc.) you need a "call to action!"

What is your “Call to Action?”

Forget “hit and runs!” Make those hits count by giving your cyber traffic an action to take RIGHT NOW...along with a GOOD REASON for doing so! **Some ideas:**



◆ **Think FREE!** Everybody’s likes that! So...have your visitors DO SOMETHING in order to GET SOMETHING FOR FREE! *Example:*

Let’s say your site’s purpose is to generate sales leads. Your guest logs on and reads, “*Click Here to register for FREE gifts!*” (click) “*Please complete this form to qualify for FREE GIFTS.*” (click) Depending on what your “form” includes, in mere moments, you could have a hot lead, including name, address, phone #, email address, and whether they would like to be called about the service you’re offering!

*And don’t forget to hold that drawing and call the winners! (Be sure to ask their permission to use their names in your “Winners List” to appear on your website...or in the next issue of your newsletter!)

Other examples for using “FREE:”

- *Call today and receive a FREE Home Inspection Guide.
- *Book an appointment now and receive FREE installation.
- *Visit our Main Street store for FREE fudge and coffee samples.
- *Today’s Special: Say “I saw it online” to get a free dessert with any sandwich purchase.

◆ **Offer “one-upmanship!”** Boldly offer your visitor a helpful product...or information...their peer group may not know about yet...giving them a “one up” on the rest of the pack! Examples:

- *Be among the first to have this important information!
- *Rise above your competitors with this remarkable tool!

◆ **Play on a fear.**

- *You may never again experience this kind of savings.
- *Supplies limited. First come, first served.



Romancing the Hits

You can lend a heightened sense of legitimacy and credibility to your site by offering a certain amount of valuable information -- FREE for the reading! Think of it as a “public service” to the audience you’re seeking to reach.

Tease them with your topics....

Interesting information draws your reader in, giving him something to chew on and identify with as he considers your “call to action.” (You do have one, don’t you?)

◆ Depending on the subject of your site/business, you could offer: newsy articles, anecdotes, helpful tips, dos and donts, bright ideas, cautions, encouragement -- whatever best speaks to your valued customers (and those soon to be!) This is your chance to show you KNOW your subject and are a true professional! (This is also where your “sales copy” and background information on your company, for ex., comes in.)

◆ Are you selling information (in some form) as a product? The FREE information serves as a sneak preview of the quality they’ll get when they order your quarterly e-zine...or monthly newsletter...or the helpful book you’ll be glad to mail them as soon as you receive their order.

◆ Are you selling products and services? Customize your FREE information to support the importance and need for those products and services. Include happy “testimonials.”

*A note about your copy. Unless you are a seasoned writer, we urge you to hire a professional writer to give your important copy a “final polish,” as its quality can make or break your professional image.

Fanning the Shopping Flames

Paying customers need good stuff to buy. Whatever your market, we encourage you to continue to update your offering with enough quality and variety to attract and satisfy repeat customers!■



It Boggles the Mind!

As we said at the beginning, “Your presence on the worldwide web has exponentially multiplied your potential



for success.” Conceivably, your site...your business...can be accessed by anyone online around the globe!

Reality Check

Without specific knowledge of your www.address, not even your MOTHER will be able to find your website! Nor will your next door neighbor...or your existing customers...or potential local customers....

While search engines are wonderful (and we’ll touch on them on page 20) we encourage you to remember that even in cyberspace, the world starts at your feet. There is some real time “legwork” you can easily do to weave an advertising web throughout your community -- to dramatically activate and strengthen your existing local business.

Don’t you want to strengthen your local business...AND build the level of global momentum needed to ensure your most rewarding success? Then read on...for some fun and economical ways to merge securely onto the information highway -- and then pick up speed!

Then watch out for the hit parade! You’re ready with your purpose and your call to action. Just remember, Rome wasn’t built in a day. Be patient, be persistent, and above all -- TAKE ACTION!

The internet is a powerful tool.
We hope you’ll use it with wisdom and integrity!■



The Eyes Have It!

Eyeball to address...that's what you're after. The more eyes seeing YOUR www.address, the better! Getting traffic to your site is a numbers game. Sew enough fertile seeds into enough fertile ground, until -- here come the hits!

What are your “fertile seeds?” Your web address advertising “seeds” include anything and everything that carries -- or could conceivably carry -- your www.address! (Now you're thinking!) It's pretty simple, really, and the sky is the limit on how many seeds you care to plant, how many ways you choose to get your www.address out there!

Time is money, so let's get started!

The following tips (and the ideas of your own that will come as you read them) could help transform the exciting potential of your web site into a very real, even dramatic increase in your sphere of influence, your business -- and your profits.



Feel free to create, mix and blend ideas, sewing your advertising seeds throughout your community... and as appropriate, on into cyberspace!■

Hint!

It can be effective for your seeds -- items carrying your www.address -- to show up in expected AND unexpected places! Read on....

Part 2: Tips & Tools



1. Stamp out ignorance...

of your web address! Just purchase a self-inking stamp (with your [www.address](#)) from your local printer or office supply source. Commit to stamping each and every item of print material that flows from your business daily. So WHAT if your supply closet is full of stationery and forms that were printed before you had your [www.address](#)! Start stamping! Give one to each employee who handles correspondence, billing, etc.

Stamp your web address on catalogs and sales/information flyers, invoices, receipts, letterhead, business cards, etc. Why not stamp that stack of brochures while you watch TV?

2. Include your web address in all future printing. Ask your graphic designer or printer to make sure your web address is added to the art for all communications prior to printing or reprinting.

“Billboarding” your [www.address](#).

When it’s time to print envelopes, have your BIG BOLD [www.address](#) added to the front of your envelope (any size envelope!) “billboard style.” That means, in addition to your “return address” on the upper left front, **include your big bold [www.address](#) across the lower left front of the envelope.** This way, your web address will be noticed before the envelope is opened (or even if it gets tossed!)

*Note: Prior to printing “new” envelopes, use your address stamp to “billboard” your [www.address](#) on the front of all existing envelopes.

**Start where you are!
Advertise your [www.address](#).**



3. Power up your phone message.

Whether you have an answering machine or voice mail service, change your message right away to include something like, "Visit us soon at (your [www.address](#))."

If you have an "on hold" advertising service, make sure your new address becomes part of the rotating message. Why not use this opportunity to mention your site's "call to action!" Example: *"Log on today, and register online for free gifts!"*

4. Market by mail. (Be sure to "billboard" your [www.address](#) on the mailing panel; and don't forget to give your reader a "call to action" -- something to do...by when...to get WHAT?)

◆ The humble **postcard** is an inexpensive and ideal tool for marketing your web address to your existing client base, your community -- and beyond! Ask your printer to recommend a paper stock acceptable for postcard mailing. Start with your customer base or local zip code area and branch out from there. A reputable mailing service can assist you in fine-tuning your list. **Idea:** Let that post card do further duty as a ticket to your open house...then (when signed) entered in your drawing for FREE gifts! (Now you're getting your money's worth!)

◆ Beyond the postcard, any number of print items could be "direct mailed" to your customer base or target market. Use a #10 envelope to mail a letter and business card...or a flyer with a coupon or prize entry form. Be sure your web address is big and bold!

No need for an envelope when your advertising piece is designed as a "self-mailer." Ask your graphic designer or printer for assistance.



5. Get Classified.

Why are classified ads almost always found in newspapers and magazines? Because they WORK! A large and loyal segment of the population regularly reads and shops the classified ads, looking for that deal! Why not consider putting a few well-placed ads to work for you in advertising your www.address?

- ◆ Classified ads are generally quite economical in local newspapers and community “shoppers.”
- ◆ Review “sections” within Classifieds to find the advertising category in which it makes good sense to advertise your site.
- ◆ Investigate classified ads in magazines that cater to folks who might be interested in the subject of your site.
- ◆ Be willing to let your ad run a few days. People often need to see your ad more than once to act on it.
- ◆ As with all forms of advertising your site, be patient and persistent!



6. Imprint some “ad specialties”

This may be the new millennium, but we still love our T-shirts...and ball caps...and coffee mugs...and matchbook covers...and ballpoint pens...and key rings...and tote bags...and the list goes on!

Ask your printer or ad specialty company for a catalog and samples. Choose from a wide variety of available items, depending on your budget. Just be sure the items you select are imprinted with your big bold **www.address.**

- ◆ How will you distribute your ad specialties?

You can give them to customers, sell them at your site, offer them as incentives or prizes -- it's up to you!

7. Flash a Flyer!

Letter-size flyers are a great way to advertise your site along with details of any promotion you may be having. Flyers are perfect for stacking, posting -- and handing out!

◆ Who are the people whose attention you are after? WHERE do they work...shop...dine...hang out? THINK...and start posting your flyers where potentially interested eyes will make contact with your big bold **www.address**.

◆ Consider posting flyers in break rooms, restrooms, elevators, stairwells, community bulletin boards in grocery stores, churches, gyms, etc. (Don't forget the masking tape and pushpins.)

◆ Leave a stack in hotel lobbies, laundromats, in doctors offices waiting areas....

◆ Hand them out as people walk by heading to or from events. Use your imagination and BE BOLD!! "Eyeball to Address," remember?



8. Produce a POP (which stands for point of purchase advertising.) It's the kind of thing you'd find on a sales counter...often near the cash register.

◆ With a clear acrylic stand-up frame, a flyer does double duty as an 8 1/2 x 11" POP. Perfect! Just stop in any office supply store to purchase the frames.

◆ Need something smaller? 4 x 5" is a handy size, and acrylic frames are available for inserting this size as well!

Whatever else your POP has to say, make sure it includes your big bold **www.address!**

9. Magnetic Impact!

◆ Hank's in the hardware store, scheming and dreaming about the deck he wants to build, and the project is beginning to look more complicated than he'd expected. Is he biting off more than he can chew? Will he have to buy more tools? (He told his girlfriend he'd get this done for her, no sweat; but now...he's getting that sinking feeling....)

Just then -- a gleam of hope shines through. It's a business-card size magnet -- stuck to the shelf right in front of him...right there in the building supply store! The web address sounds like a gift from heaven, and small print promises "Tips for Building your own Deck" or "We'll build it for you!" What timing! He peels off that magnet and pops it into his pocket. Later that evening, he logs on.

◆ Billy Bob has a boat motor & propeller sales and repair business (and a web site!) He's wanting to grow his business, so on weekends he visits area marinas...where he sticks his www. address magnets to boat trailers, dock signage, soft drink machines, the hand dryer in the mens room, the bait cooler and the minnow tank -- you name it! He offers a great service and is proud to put his address in front of the eyes of those who are going to need him one day.

◆ Where could you stick YOUR magnets for maximum impact? Keep some in your car or purse so you'll be ready when you see a good opportunity to put your message to the metal! (You know what that is -- it's your big bold **www.address!**)

Long live the "cling-on!"



Caution:
NEVER stick a magnet
to a computer.



10. Go pressure sensitive!

Mirror mirror on the wall, let this pressure sensitive sticker bearing my **www.address** be seen by all!

◆ Pressure sensitive stickers are another kind of handy “cling-on.” These adhere to glass. Glass is all around us! Consider where your target audience crosses paths with glass -- or looks into it “eye to eye.” That’s where your pressure-sensitive stickers need to be!

◆ Consider mirrors, windows, glass doors, display cases, framed art, even computer monitors! As with the magnets, include a big bold **www.address**, and if you’d like, just a bit more copy to clarify your identity.

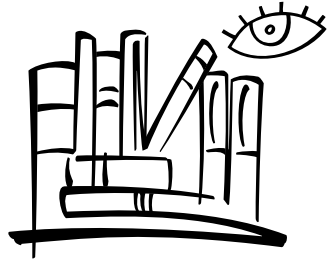
◆ Helen has a new day spa -- offering just the kind of treatment hard-working gals deserve. She knows these women work...dine out...shop...get their hair done, etc. So she begins “sticking” her **www.address** to restroom mirrors in office buildings and restaurants...and to mirrors in hair salons...and in department store dressing rooms...and at the gym.

◆ Hank owns a florist, and Valentine’s Day is coming soon. He wants his cling-ons to be seen by husbands and boyfriends and thoughtful sons. His pressure sensitive cling-ons are destined for mirrors and glass doors, etc. where men work, eat, shop, get their automobiles serviced, etc. Maybe he’ll also hire his teenager to stick magnets to lockers and metal doors and soft drink machines, etc. at the high school.

◆ Magnets and pressure sensitive stickers are available in a variety of shapes and sizes. Pick the one that best accommodates your full web address. Be mindful that a lengthy **www.address** requires a wider format. You want your web address to be as big and bold as possible!

11. Book 'em!

Print a stack of business cards featuring your web address in bold print. Then take a stack to your local library for some eyeball to address action!



Your job is to place a card where someone who cares enough about your “subject” to be **READING** about it...will find it!

◆ Jeff has a small landscaping business, and is wanting to promote his new specialty -- installing ornamental ponds. In the library, he quickly locates the aisle with books about landscaping...and water features. (Perfect!) He goes quietly about the business of slipping cards into books.

You never know...a card could soon be found by a “do-it-yourselfer” looking for advice on how to build his first ornamental pond. Another could be found by a developer needing several ponds installed throughout a retirement community. Jeff’s timing could be **AMAZING** -- and highly lucrative!

As we said early on, getting traffic to your site is a numbers game, and the way to play the game is to plant “address seeds.” With synchronicity...and fate...who’s to say how much business a single address seed could yield?

◆ Note: If the library’s bookshelves happen to be metal, why not stick on a couple of magnets, as well? Keep thinking...and looking for opportunities to plant your [www.address](#) seeds!



12: Create a Promotion

Find a reason to create a little hooplah...and give folks an immediate reason to log on to your site!

◆ Remember Helen with the day spa? With prom season at hand, Helen decides to shake up a little pre-prom action! She creates a flyer to post around high schools and teen hangouts. It reads something like:

It's Prom Time -- Look Your Best!
Visit **www.address**
between (date) and (date)
Register online to WIN one of three
great prizes, including —
*FREE manicure
*FREE facial
*GRAND PRIZE – a FREE hair and make-up makeover
for you (or the special lady in your life!)

Next, Helen calls local high schools to find out if there are student publications, sports programs, etc. in which she could advertise her promotion for a small fee.

◆ What great give-away could YOU offer to get YOUR web address noticed? Pick a reason for a special promotion and advertise your web address. Offer gift certificates for free services, physical prizes, you name it! Use as many tools as you want -- mailers, magnets, stickers, flyers, etc. Be creative! Call attention to your web address and promotion as you travel your beaten path...attending to your daily business...planting web address seeds as you go!

13 Sponsor a noteworthy event!

Feeling generous...supportive...interested in helping your community in return for having your web address made visible? Keep an eye on local news and what's going on around you. Is there an upcoming youth rally at your church, an annual "Vaccination Day" for pets at the local Humane Shelter, a charity event to raise money for child abuse prevention? Find something going on that you believe in and are proud to support, and contact the organization to find out what they need and how you might participate.

- ◆ Ask what you'd need to contribute (financially or otherwise) to be listed as a sponsor in the event program, in event flyers, or in radio or TV advertisements of the event. Get involved and become a true supporter of your community.

- ◆ Attract the attention of event participants by providing a "registration table" where people register for FREE gifts from your company. All you need is a folding table (with a couple of helium-filled balloons tied to the legs and swaying high above to attract attention), a prize entry box, a stack of prize entry forms, and a letter size flyer in a clear acrylic stand-up frame inviting passers-by to register here for prizes...complements of your big bold [www.address!](#)

- ◆ If you'd like, your flyer can list the prizes to be given away, and state that names of winners will be posted at your site. (Be sure to get permission from the winners to use their names on your site.)

- ◆ Have a stack of flyers and business cards or "ad specialty items" imprinted with your [www.address](#) to pass out at your table!

14: Reach out by Radio.

Even small businesses find it affordable to sponsor an AM radio show on a 5000 watt station. Use your advertising spots to promote your web address and encourage listeners to visit your site. Add impact by inviting listeners to your site to register for FREE give-aways!

Note: Most major towns have AM Radio Stations. You can find them by searching Google or Yahoo.

◆ Do you enjoy talking and sharing about your business? Check into hosting your own 15-minute talk show! Don't be shy; you can do it! Depending on your line of work, you can offer helpful information, seasonal tips, etc. and promote any "specials" you're offering at the time.

◆ Why not answer "listener" questions? They can be phoned in, mailed in or emailed in. (And until that actually happens, just make some up!) Ask and answer some pertinent questions designed to truly help members of the listening audience who are interested in your topic!

◆ Want some help paying for your 15-minute show? Invite two or three of your existing customers to sponsor your show. Not only will listeners hear their spots, but you can personally thank them for their sponsorship during your show and give them extra mention (which they'll appreciate!) Everybody wins.

Now, aren't you sounding like an expert in your field? That's powerful marketing!





**Add [www.advertising](#) value
to every mile you drive.
Read on....**

15: Rolling down the Highway....

How much do you drive your vehicle daily...weekly... yearly? With just a little preparation, every mile you travel could be time spent continuously advertising your website. (What a great idea!)

◆ Magnetic Signs for both sides of your vehicle will present your [www.address](#) to traffic --coming and going!

◆ Bumper Stickers speak volumes to folks who pull up behind you at stop lights...or in traffic jams...or in parking lots. Make sure the web address on your bumper sticker is big and bold! Forget design intricacy here. You're just after good clear visibility of your [www. address](#).

◆ Car window stickers offer further options for keeping your [www.address](#) rolling down the road. These larger pressure-sensitive stickers are easy to apply (and remove, when you need to) and could catch the eye of a very profitable customer!

(Ask your local printer or signage company for more information.)

◆ Keep an emergency marketing kit in your trunk, including business cards, cling-ons, current promotional flyers -- whatever you have available to market your web address. You never know when a wonderful opportunity will present itself. Be prepared!



Search Engines

Think of Search Engines as huge “Yellow-Page” books on the internet. Google, Yahoo, Alavista, Info Seek, Hotbot, Web Crawler, Meta Crawler, Dogpile, etc. are just a few of the search engines now available.

- ◆ Go to Google.com and type in “search engines.” You’ll soon see there are hundreds of them. As people are becoming more accustomed to using search engines for locating services (even locally,) it’s important to list your site with as many search engines as possible.

- ◆ Search engines will rank you based on your content, links and keywords or “meta tags,” so select them carefully.

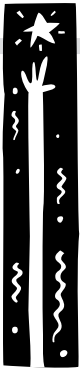
- ◆ We encourage you to spend time regularly (that could be daily...or weekly...) submitting your web address and concise keyword descriptions of your business to additional search engines. As the list of search engines keeps growing, so does your need to get listed!

- ◆ Pay-Per-Clicks

Google, Overture and Yahoo are a few of the search engines offering pay-per-clicks. (PPCs.) PPCs are a way to get your listing nearer the top, and you will pay based on traffic to your website. To learn more, go to Google and type in “Pay per click.” Read all about it.

- ◆ Links

The more links to other sites YOUR site has, the higher it will rank in the search engines. However, click on the links from time to time to make sure each is still active. If you find a “dead” link, have your web designer remove it.



In Conclusion

The internet is truly revolutionizing the way people communicate and do business! As paper and print give way to online communications, we're having to rethink and reblend our marketing strategies.

Being competitive today (and maximizing our local potential, as well as global) requires that our home fire be seen burning clear and bright both in print AND online!

Remember:

- ◆ The print must always refer to and support the website and carry your big bold **www.address**.
- ◆ To be **attractive** enough to “romance your hits” once they arrive, your website must be engaging and understandable -- and offer something of value!
- ◆ To be **effective**, your site needs to offer your hits a good reason to take action NOW -- an action which leads to the fulfillment of the purpose of your site.

See how it flows? Every step you take is important!

We the authors believe that for most entrepreneurs and small businesses, success starts at your doorstep. If you have a local business, then first and foremost, bring your customers and community to your site. From there, you start expanding within your community and then growing beyond it -- watching your profits grow!

So be bold! Get creative! Don't be afraid to ask for help. In all the world, there has never been a better time to reach for that star! Best wishes on your journey to success!■

(Please continue to next page.)



Just reach out for help!

If we may be of further assistance to you
in creating, evolving or marketing your website,
please email us at:

info@nashvillenetlinks.com.

We offer --

- ◆ Personal Consultations
 - ◆ Professional Writing/editing
 - ◆ Graphic Design
- (web or print communications!)

When you email us, let us know how best to reach you.
Someone will be happy to respond!

*Thank you, and best wishes
for continued and outstanding success
from your>NNL team!*



Nashville Netlinks
900 Conference Drive
Suite 1B-291
Goodlettsville, TN 37072
Office: 615-264-2088

© 2005

✈️ LND SHRK Communications • Nashville Netlinks, Inc.