



3 Rising Tide Drive, Unit A ■ Beaufort, SC 29902 ■ www.contentclear.com

9 Ways to Market Your Web Site via Offline Marketing

By Pam Foster, Founder and Senior Copywriter, Web Content Optimization
ContentClear Marketing www.contentclear.com

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.giftshopssofar.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 check out the ContentClear™ Marketing Method for Web Site Optimization, a clear, methodical 7-step approach to increasing Web conversions and sales.

Pam Foster, senior copywriter and online content consultant, is the founder of the ContentClear™ Marketing Method for Web Site Optimization (www.contentclear.com). Her diverse 28-year marketing communications background includes writing and consulting for many types of industries promoting B2C and B2B products and services. She has 13 years of experience in Web content writing and strategy, SEO, and information architecture, as well as direct mail – all for clients such as L.L. Bean, Blue Cross and Blue Shield of Maine, the American Cancer Society, Harper College, AWAI, Downeast Energy and many others.

Pam is co-author of 9 Easy Steps to Planning a Profitable Web Site and several other books under the Internet Jungle Guide brand (www.internetjungleguide.com). She has won 100+ marketing awards including New England DMA (Direct Marketing Association), Web Marketing Association, Telly, and Catalog Age. She is an AWAI Copywriters Wall-of-Fame honoree. Pam works mainly with larger corporate clients, helping them optimize their Web sites to boost conversions and sales. She also offers personal coaching services to copywriters looking to elevate their Web content and client service skills and learn her 7-step Web site optimization method. You can contact Pam at pam@contentclear.com.

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