

CYBER BULLETIN

The bulletin that powers up your online presence

Webmaster for Hire

January 2006

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Do You Know?



Business owners who need a new web site, redesign of an existing site or would like to increase their visibility on the Internet?

They can call me @ 561-748-7766

The Secret Marketing Tool — Drive Traffic to You!

There's a secret marketing tool for the Internet that drives traffic directly to your web site. You've all seen it. You've all been end users of it. It has many names — ezine, newsletter and announcement lists.

“That's not a secret,” you may think, but you would be mistaken. An Internet newsletter tied to your web site is as essential to your marketing success as the web site, itself! And that's the secret!

It's **not enough to build a web site and submit it to search engines**. These are essential, but they do not guarantee you a constant stream of visitors, who are interested in your products or services. Many times, I have heard clients complain that their sites are just sitting there with no traffic. Yet, these same people have never considered an newsletter.

The most important element of a newsletter is your **ability to build a mail list**, using a simple subscribe web form. Every time someone signs up for your newsletter, they have given you permission to contact them. A visitor, who may have visited your site accidentally through a search engine, may be interested in your newsletter and sign up. This allows you to build an **ongoing relationship** with the visitor, who may in the future become a client. Through this relationship, you **instill trust**, you **set yourself up as an expert**, and you distinguish yourself from your competition. All it costs you is some time and sharing of your knowledge. Remember, that most visitors to your web site don't know you or your reputation. A newsletter gives them time to know you as a reputable business person and not someone out to steal their identity.

A second important element of an newsletter is to **drive traffic to your web site to sell** your products or services. Each newsletter should contain at least one article and a few soft-sell advertisements. Always consider your reader's time and limit the amount of information - too much to read and your newsletter doesn't get read! Some newsletters have the first paragraph and a link for several different articles. This format also can take too much of your reader's time. Stick to one or two truly informative articles. Then, ensure that each ad has an active link back to the appropriate location within your web site. Don't link to your home page and expect the visitor to search for the item. That's a good way to lose a potential customer.

The third element is **face time!** This is what professional marketers refer to as **keeping your name in front of the potential client** on a consistent basis. A newsletter is a constant reminder that your web site exists, what it offers, and the fact that you are the expert they should contact with their own needs. “Out of sight, out of mind” is the old saying, but a true fact in marketing.

So remember, a newsletter gives you a list of potential clients, drives traffic to your web site, builds an ongoing relationship, instills trust, makes you an expert, and keeps your name in front of the reader. So, why haven't you started your own newsletter yet?

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