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Marketing Tips

Building a web site is not a marketing plan. It is only one resource that should be woven into the entire fabric of the business. Marketing starts after a site is completed and can be extremely time consuming and costly. Your clients should be made aware at the start that simply creating their site will not generate lots of traffic and will not cause them to be immediately listed in all of the search engines, etc.   To avoid client problems you should set their expectations realistically and if marketing services are to be rendered it should be separate from the cost of the site creation.   Listed are a number of marketing tactics you can suggest and/or offer to your clients.

This document is intended for internal use as a checklist of marketing tips and tactics. It should not be included as-is into a proposal.   If you are to be offering any of these as a service they should be individually included in the cost of the site and listed in the proposal and contract(s).

- Create marketing plan tying together on-line and real world material.

- Study additional Internet marketing courses (See Appendix of Resources).

- Put company URL on absolutely everything.

- Answering machine/voice mail.

- Front door of business.

- Business cards.

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