

Marketing Strategies: *Creating and Maintaining Market Appeal*

- Defining Your Business
- Service with a Smile
- Going Viral
- The Fine Points



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The most valuable item you offer is information.

- Why do you do what you do?
- Why should people trust you enough to buy from you?
- What are the advantages of your product/service?

Ultimately, what you are selling to any audience is yourself



Approach every task with the heart of a servant.

- How may I quickly and accurately assist you?
- What may I do to make your life easier?
- Create Market comfort that you are an available, reliable expert

Serve your business by serving your Clients



Embrace and exploit current fads and market trends.

- Listen to visitors
- See what competitors are doing to draw and keep appeal
- Let visitors share the experience easily

The best advertisement is by direct referrals



Experiment, test, refine...

- A simple change may have a significant impact.
- Experiment with fonts, links and graphics for key points
- Monitor activity with domain statistics tracking and/or campaigns
- Enhance under-performing topic areas

A Website is only as alive as its owners and visitors



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- Sell yourself
- Serve people
- Start conversations
- Never stop trying



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