

the *right approach* to

OffLine Web Site Promotions

a step-by-step success guide



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contact information

hrcgroup.org
PO Box 5031
Glendale AZ 85312
ebooks@hrcgroup.org

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In House & Other Off-line Traffic Builders For Your Web Site; Version 14 - July 2010

Suggested Retail price: \$9.97 USD

In House & Other Offline Traffic Builders For Your Web Site

*Using day-to-day business to promote your web site;
So your web site can promote your day-to-day business!*

content

introduction	5
getting started	6
Paper Products	7
Media	7
Rolling Stock	8
Word Of Mouth	8
Business Novelty Advertising	9
Apparel	9
Silent & Not So Silent Salespersons	9
real world examples	10
A Sweet Treat	10
Rolling Billboard	10
Keepers	10
Frankly Speaking	11
Signs Of The Times	11
Puttering About	12
Email In The Offline World	13
In Person	15
It's A Wrap	17
step-by-step	19
understanding analytics	20
recommended resources	21
worksheets	22

One of the most common questions for a new web site owner (and some not so new) is; How do I “**effectively**” promote my web site? Typically that leads to discussion about Google AdWords, SEO performance and search engine page rankings.

While how your web site does with organic and purchased OnLine traffic is important. Do not overlook old fashioned promotional advertising.

Before you run away and react with ... “I’m online to get away from traditional advertising!” Keep in mind that day-to-day business operations provide many opportunities to promote your online web site business - which in turn promotes your **Business**.



If your business is 100% Internet based ... **don't think this won't apply to you.**

Day-to-day in every interaction you have with the outside world you have multiple opportunities to promote and inform others that you have a web site.

At its very core advertising is ... the communication of ... “**You Have The Solution To Their Problem, Need or Desire.**”

It does not matter what service or product you are providing to what area or location ... to how large or small your market, niche or micro niche you are serving ... you need to communicate your business is ready to help that “market”.

We would hope your domain name captures or sums-up your product or service. So that by seeing your URL (yourdomainname.com) the potential buyer knows he needs to visit your site.

Everyone hands out business cards ... is your domain name and email address on yours? Oh yes, right now, somewhere, there is a business person writing his new domain name on his business card ... or wait did he forget to?

If you are a service provider and your web site's URL isn't on your vehicle (sides and back) you are missing 11 things you need ... a tax deduction and at least 10 potential customers you drove past today!

Read over the list of items and areas that directly benefit from both an advertisement and “branding”. Follow-on from the creative ideas to real world examples. That area will let you see the branding in action.

No matter why you are on the Internet, web site traffic is a topic that will come up again and again. Be ahead of the game for your next potential customer or client encounter.

We have all heard that “**you never get a second chance to make a first impression**”. While that is very true, it is even worse to never get the chance to even make that first impression.

getting started

The correct format for your web site's address is: www.yourdomain.com (yes, all lower case). Many of the new web browser will deal with a mix of upper and lowercase letters successfully. This is a case where it can be effective to use a combination to make the printed domain name more readable ... www.BoomersSweetHomeChicago.com.

The most common format for your email address is: yourname@yourdomain.com (yes all lower case). However some ISPs (Internet Service Provider) allow and still others require the correct letter case for an email address.

For business, your email address should reflect your new domain name. If your email address is to your ISP's domain this could be the best time to change it! Now might be a good time to have your email name reflect your business persona i.e. funnyuser@mystery-isp.com is not very professional or trust inspiring.

Here are a few examples from some of our clients:

www.acvaonline.org - nancydietz@acvaonline.org

www.digitalimagesource.com - bob@disaz.com

www.western-plastics.com - laurels@western-plastics.com

www.boomerssweethomechicago.com - mike@eatatboomers.com

www.rlp.com - hrlitman@hrc4.net, rlitman@rlpg.com, cherie@trc2.net

Keeping in mind the spelling and structure of your domain name; just saying "mydomain.com" is usually the best way to "tell" someone your domain name. When it comes to a printed version it is best as "www.mydomain.com". (again only lower case) With new web browsing software, it's not necessary to use the <http://>. Currently HRC servers need only "yourdomain.com" for connection.

Make sure anyone answering a phone knows the correct way to say your web address and all email addresses. Where to place your web addresses - EVERYWHERE

The success of your web site depends on many factors. Treat it as you would any part of your business - promote it.

Symbols used in this eBook

(W) = www.yourdomain.com

(E) = E-mail appropriate-name(s)[@yourdomain.com](mailto:yourname@yourdomain.com)

(B) = Both

The size of the company & complexity of communications may affect the actual choice(s).

We are often asked "where to find" or to "recommend" a good source for these items; For Advertising Specialties an excellent source is www.branders.com. For printed products, in Phoenix AZ check printinginaz.com or elsewhere try <http://rlpg.clickprint.com/> for fast service, quality products and excellent prices.

Paper Products

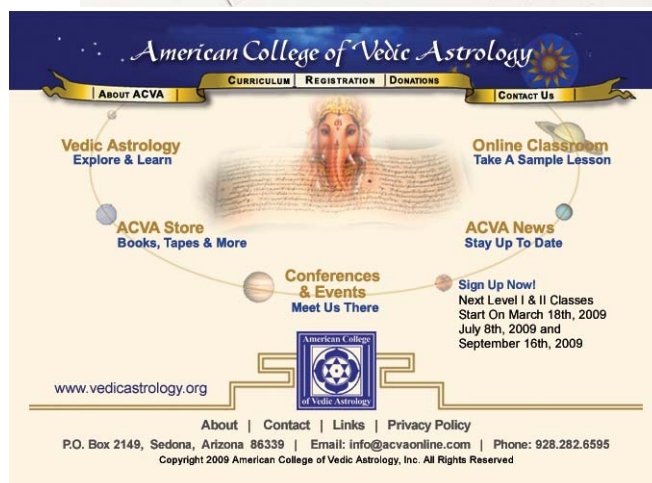
Promote your site in everything you do. By phone, by mail, handouts and in person.

You can make some of the following changes as the need for reprinting arises.

- Annual Reports (W)
- Return Envelopes (B or W only)
- Appointment Cards (B or W only)
- Sales Sheets (W)
- Business Cards (B)
- Shipping Containers (W)
- Business Reply Cards (B or W only)
- Statements (B or W only)
- Customer Survey Literature (B or W only)
- CVs (E or B only)
- Estimates & Proposals (B or W only)
- FAX Cover Sheets (W or B)
- Flyers, Door Hangers, Coupons (W)
- Holiday Cards (E)
- Instruction Manuals (B or W only)
- Invoices (B or W only)
- Letterhead (B or W only)
- Menus (W) Tent & Comment Cards (B)
- (Web Site) Postcards (B or W only)

By: www.printinginaz.com - 4X6 or 5X7

- Price Sheets (W)
- Product Literature (W)
- Products & Product Tags (W)
- Reminder Cards & Letters (B or W only)



Media

Make the following changes during the next cycle of ads.

- Answering Machines, Voice Mail (W)
- Arena Banners and Track Side Displays - Youth, Amateur, College & Pro (W)
- Billboards & On Building Displays (W) (only if short)
- Communication On Hold (B)
- Cross Promotion Tie Ins and Co-op Advertisements (W or B)
- Direct Mail (B)
- Display During Presentations, Lectures & Seminars (B)
- Mall Displays (W or B)
- Mall Surveys (W or B)
- Testing or Tasting Presentation (W or B)
- Media PSAs {Public Service Announcements} (W)
- Newspaper and Magazine Ads (B or W only)
- Newspaper and Magazine Columns and Features (B or W only)

- Pointedly Mention During Interviews (with some frequency) (B)
- Bulk Mailbox Coupon Packs (B or W only)
- Press Releases and Press Kits (B or W only)
 - Do a special release announcing your web site and following all updates
- Promotional & Training Videos (B)
- Cinema Screens (B)
- Waiting and Lobby Areas (W)
- Radio and Television Ads (W)
- Radio and Television Programs / Infomercials (W)
- Trade Show Displays (B)
- Bus and Transportation Benches and Shelters (W)
- Classified Ads - Major & Minor Papers - Also School & University Papers (B)
- The Side Of Your Blimp (W) (Okay, only a few companies have their own blimp) (W)
 - Aircraft - Banners - Skywriting - Tethered Balloons - Inflatables
- Yellow Page Ads (B or W only)
- Crowd Signs (Think TV Event Coverage) (Size Matters) (W)
- Corner Signs (Person Held Small Billboards) (Size Matters) (W)
- Bulletin Board Postings (real ones made with cork and a wood frame) (B)
- Hobby, Craft or Vendor Related Shows/Stores - Teach Classes or Post Info (W)
- Become a Public Speaker with Topics from your web site. (B)
- Speak out - write even handed letters to the editor of your town's paper (usually just E)
- Write Articles for Related Trade Publications (B)

Rolling Stock

- ID-IT Plates Great Idea! (W)
- Delivery Vehicles (W)
- Farm Equipment (W)
- Fleet Cars (W)
- Fleet Tractors & Trailers (W)
- Golf Carts (W)
- Saddle Bags & Covered Wagons (W)
 - (Horses aren't rolling stock??)
- Service & Security Vehicles (W)
- Sponsored Competitive Vehicles (W)
- Bumper Stickers - Car Badges - Magnetic Signs
- Vanity License Plates (W) (1234.com - short ones only of course)
- License Plate Frames - Spare Tire Covers (W)
- Car Wraps (B)
- In and on Taxi Cabs (W)
- In and on Public Transportation (W)



Word Of Mouth

While not last and by no means not least ... is good old word of mouth promotion. This is the most effective method of promotion as a referral from a friend or work colleague creates a highly qualified prospect who is much more likely to buy from you than anyone who wasn't referred to you. Positive, Friendly Promotions ... Spread the word everyday ... i.e. "We have an online catalog." "Be sure to visit us on the web." "Here's my card."

Worth Mentioning Again: Where to find these items or a company we can recommend as a good source for these items; Advertising Specialties an excellent source is www.branders.com. For printed products in southwest USA check <http://www.printinginaz.com> or elsewhere try <http://rlpg.clickprint.com/> for fast service, quality products and excellent prices.

Business Novelty Advertising

Novelty Should Be Web site Product or Topic Related If Possible

- Calendars (W)
- Coffee Mugs (W or B)
- Reusable Water Bottles (W)
- Brandable Candies (W or B)
- Message Magnets (B)
- Mouse Pads (W or B)
- Note Pads (B)
- Pens & Pencils (W or E)
- Plastic Paper Clips (W)
- Promotional Calculators & Appointment Books (W or B)
- Telephone Stickers (B)
- Small Keychain Fob and USB Drives (W)
- Trade Show & Retail Sales Plastic Bags (W)



Apparel

- Visors (W)
- Baseball Caps (W)
- T-shirts (W)
- Shorts (W)
- Polo Shirts (W)
- Exercise Outfits (W)
- Tote Bags (B or W)
- Laptop Cases (W)



(Can be used on **ANY** Clothing Item, Banner or Display that contains a Logo or Company Name)

Silent & Not So Silent Salespersons

- Employees - Involve Your Staff at Every Level (W)
- Receptionist! (W - all e-mail addresses)
- Everyone who works for or with your company (memos - newsletters) (B)
- Signage – Sales and Display Signs (i.e. Real Estate **For Sale** Signs) (W)
- Web site URL inside walls and exterior building
- Think Humorous Guerilla Marketing - Unusual Signs in Unusual Places (W)
- Laser Signage - in Water fans or on Buildings with High Visibility (W)
- Add to all your Rubber Stamps (W)
- Shipping Materials (W)
- Outside Salespeople Need To Promote the Web site (hardest of all) (W)

real world examples

A Sweet Treat



This first example is one of lost opportunity, at least on the front. Picazzo's is a fantastic high-end pizza restaurant in Sedona AZ. Their pies are wonderful and they go out of their way to make just what the customer wants. After diner your check arrives with a nice mint. Here they miss the boat in sending out to the world a branded web site. The bright spot is, hidden a bit under a back flap, the Hospitality Mints company didn't make the same mistake on the reverse side of the packaging. Hundreds of Hospitality Mint web site ads are given out each day at just this one location.

Rolling Billboards

If you don't have your Internet web site URL displayed prominently on the rear of your vehicle you are missing many, many opportunities for exposure. It doesn't matter if your are a service business, selling blue widgets online or have a coffee shop. Your domain name needs to be on your real world transportation device. Two wheels, four or more ... make your web address part of your drive about town. Your travel will make more impressions than you would expect.



If you can tell your product or service story and give your URL it is even better.

This should be considered as basic a need as being able to handout business cards. Business and web traffic both come from the most unexpected sources. Always be ready to promote and accept new business. Not having a display on your car is like locking out your customers.

Keepers



When selecting your Business Novelty Advertising items you want to select useful items that will be "kept" and used. Pens, of course, are the near perfect item ... useful and used. Always select ones that write well or its a quick trip to the trash can the very first time they are used. Items related to your web site products or topics are always a good idea.

When the TSA banned Swiss Army knives multi-function keyrings became welcome and used gifts.



Boomer's Sweet Home CHICAGO

If you are near Bell Rd and 59th Ave in Glendale AZ and you like Chicago style food then Boomer's is the place for you. Great food and a very friendly atmosphere. Chicago style hot dogs along with Italian Beef are signature dishes. What makes Boomer's stand out from the hrcdomains.net point of view, is the owner has taken this eBook to heart. From great domain names to onsite, offsite and offline promotion he has applied all the right tricks of the trade. Has it paid off?

Drop him an email and ask ... mike@eatatboomers.com - or visit his web site(s). Better yet stop by and talk over lunch. Some say that a trip to Boomer's is worth the flight to Phoenix. But then a true dyed-in-the-wool Chicago fan may

just being trying to get out of the Chicago climate in January. Or maybe make a Spring training game just down the road from Boomer's.

No matter what your reason Boomer's Offline promotions support the web sites and the web site visitors help support the business model.

It makes a nice tidy business package.



Signs Of The Times

You drive by Real Estate For Sale signs all the time and lately they seem to be everywhere. It was only recently that I seemed to notice that only one in fifty or so contained a web site URL address.

Realtors have web sites so why are they not featured on their listings sign? Not a problem to add a lower banner or one atop the crossbar.

Real Estate sales professionals seem to have missed this lesson when it comes to reaching the new online style buyers. Changing times!





D Squared Productions is comprised of commercial photographers Dennis Murphy and Dennis Scully. In business since 1992, Dennis and Dennis have a studio in Phoenix AZ. Using a blend of state of the art technology, raw talent and a sharp eye, the Dennis' have traveled across the world creating powerful imagery of everything from golf courses to portraiture to Celtic ruins.

A recent proficiency in Digital Time Lapse has encouraged the commission of such by several clients including the FBR Open, US Airways and AP Enterprises.

D Squared doesn't just point and click for their clients, they also form strong working relationships with them, taking the time to get to know who they are working with and using that knowledge to create a selection of images that are equally powerful by themselves or as part of an extensive ad campaign.



With over 400 golf courses in their portfolio, D Squared has photographed both across the US and internationally, shooting in Ireland, Japan, Canada and Mexico.

In addition to golf imagery, D Squared has also done corporate, editorial and advertising photography for both print and web advertising.

Their work has been featured in tons of magazines, brochures, advertising campaigns and even as a mural in an airport kiosk.

For offline promotion they are careful to not just list, but feature, contact and web site relationships so potential clients are given several paths to their online portfolios and information. They realize that many clients they need to reach that are in the decision making level do not spend time pouring over web pages. Two sites, <http://www.dspaz.com> and <http://www.timelapsephotos.com>, are positioned in front of both the marketing and management executives in print and in person as frequently as possible to achieve the desired web site traffic and photographic assignments.

Why is email marketing included in an eBook about Offline web site marketing? An excellent question. This is about collecting, gathering and harvesting email addresses from contacts that occur in the day-to-day activities, both business and personal.



What method of advertising has the best RO! (return on investment)? To make your marketing dollars work smarter for you, take time to think about all the costs associated with acquiring new customers. No method is as cost effective as email marketing.

Rather than spend time on how great a tool email marketing is ... this guide opens up examples of acquiring more email addresses in the course of day-to-day business. Boomer's Sweet Home Chicago asked their customers "How did you hear about us?" Rather than traditional advertising the answer most often given was "A friend told me." Good old word of mouth. The disadvantage is word of mouth tends to build very slowly.

Each customer, in person or on the phone, is asked "Would you like to hear about our specials?" If the response is positive the customer is invited to fill out an "email update" request card. Most give their email address so they can join the **Boomer's Top Dog Club** and receive exclusive VIP information and special discounts.

A "Guest Book" works in some locations and business. Gathering the visitors name, address (both real and email) and comments serve to give a business both testimonials and future marketing opportunities.

A small "rock shop" in Northern Arizona has a large Guest Book near the front door and it is filled with friendly comments and a gold mine of customer information. Their visitors don't seem to be bothered by the request for the information or the openness of the display. A very big difference between the real and electronic world.

Ron Cates, an email marketing expert, exchanges business cards with a large friendly smile and "Can I add you to my email list? You can get a free trial of the best email marketing system by going to <http://www.hrcemail.com>. Ron lectures and teaches for Constant Contact all over the US.

Learning the proper way to create and send emails to your customers is an effective way to increase the positive returns of an email campaign. One basic tip is not to treat all readers the same. An established customer is not put off by an email offer of a new item he would be interested in, especially if it is accompanied by a discount. A person who is just beginning to gather information about your products or services may be chased away by the "hard sell" email.

Offline is an open arena for the creative methods of gathering customer information as well as customer feedback to help, both tailor existing products as well as find new areas that a business or service can use for buying or sales opportunities.

The right email marketing company can help you learn guidelines and tips on email design, writing effective copy, and creating effective calls-to-action for the **right** audience.

Once you learn about what to do, then learn how to put these best practices to work. Using the Constant Contact product makes it easy to learn with their extensive online and offline instruction. Using the best design practices is simple with live sample templates, how-to's on image addition and template customization to achieve a unique look and feel for your marketing emails.

Growing Your List Offline

Growing your email list with your best potential buyers - existing customers - is the fastest, least expensive and most effective way to do this.

Email works; research from the Direct Marketing Association shows that email is significantly more cost effective and delivers the highest ROI when compared to other marketing efforts. Research has found that lists which are built on existing customer relationships and interactions produce the most satisfying results.

Buyers should be encouraged to give their email address when registering a product. Service based companies can use a follow-up call to both check on the service work results and request the customer to sign-up for a future reminders of service needs and special offers.

At some point, to expand, a marketer must move on from existing customer base to "new" buyers. Many of the ideas presented here will help a business to expand their online email marketing from offline information gathering.

When a customer is checking out or on the phone with customer care it's effortless to just ask your customers if they'd like discount news, event alerts or special offers by email and to take their name and email address then and there. Most shoppers will see the benefits and happily give their information to you.

Keep in mind, you are building more than a list, you're building a relationship. Potential list members will need to interact with your marketing efforts several times before you capture their trust.

Think in terms of "bite-sized chunks". For example, collect name and email address during initial contact. Offer a gift or discount as an incentive. Gather more detailed profile information over the course of several follow-up interactions.

One of the reasons that email can become so trusted is that it provides a rare opportunity to consistently deliver relevant information.

Give your subscribers options concerning the type and frequency of the information you can send to them. Then respect their preferences as well as providing them with the on-going ability to clarify, confirm and change them.

Place comment cards in prominent locations. Customers using the cards should be given a place to get more information by adding their email address to the form.

No matter what your web site is selling or services it is providing, you will have times when in person meetings or just random chance meetings will lead to opportunities to talk about how you or your products can be of help to someone.



Yes, you can hand the person your business card and hope they remember to visit your site at some point in the future. OR you can be ready to give them a presentation right then and there.

Do you carry a cell phone everywhere you go? Do you already use a smart phone? An iPhone or Android based phone gives you several options to do a quick presentation. You can do a playback from a YouTube video. The better idea (just in case of poor reception) is to have a short and to-the-point playback stored on your phone. The idea is to have just enough information to get your message across. Your length of time will be limited so keep on point. The main info needs to happen in under two minutes.

Many photographers, models and artists now carry an abbreviated version of their portfolio as a playback slideshow on their cells phones. This presentation idea is expanding to musicians, graphics designers, dance teachers, martial artists, child care centers and many other professions, products and service providers.

If you want (or need) a larger and more impressive presentation you can carry a laptop everywhere you go. Now the presentation can be larger, longer and have even more bells and whistles. A laptop with a swivel screen can be very effective to show a presentation across a meeting room table. As a smaller and almost effective size presentation you can use one of the new netbooks. They are smaller and lighter and much easier to get out and set-up and running. Their screen size can range from six to eleven inches. Rather than just screen size the resolution of that screen is important. Resolution of at least 1024 X 768 would be best. The netbook's size works very well for meetings that are more of the spontaneous type.



The playback sound is better from a laptop or netbook with good built-in speakers. Keep in mind that music and special effects can add to your presentation in a way that will make it much more effective. The small speakers in a cell phone don't work as well as the speakers on a laptop. If you can, the use of headphones or earbuds will make the sound better for either a cell phone or a laptop. Some folks hesitate from using earbuds that may have been used by others. There are earbuds on the market that have replaceable foam covers. You can open a brand new set of covers right in front of your prospect and that will remove their worry of using the earbuds.

There are several relatively new devices that can be used to conveniently play back information and presentations. For several months the iPad was the only game in town for a tablet based



presentation. Several counterfeit versions have shown up. (Information only not a recommendation). Now HP and BlackBerry (RIM) have entered that market as well. The distinct advantages are a good-sized screen and light weight. These battery powered devices are easy to use to make a very sharable presentation. They have good screen resolution and excellent built-in speakers. While it is a bit early to have multiple applications (Apps) to choose from for sales presentations they can playback a variety of multi-media formats and applications.

In person presentations to groups is a good way to get in front of people and share your web site's message. It also helps establish your "authority" in your field.

This type of presentation is best done as a very soft sell. The message of your story is ... **"You Have The Solution To Their Problem, Need or Desire."** Simply invite them to visit your web site and see for themselves.

After you do a few of these presentations you will run into people who have heard of you by word-of-mouth.



If you are hesitant of speaking in public, think of it as talking to just one friend in your living room. That is a simple and easy thing to do. With a group you have more potential friends and the living room is just a bit bigger. It does get easier the more times you make presentations.



Besides your cell phone you can always carry your presentation(s) on a USB or Jump drive. All you need access to is some one's computer. The "presentation" drive can always be left behind. Use picking up the jump drive as an excuse to visit them again. You can get small jump drives that will hold multiple presentations for under \$4.00 when purchased in lots of twenty-five. You can even get them with your domain name printed on them at \$5.00 each.

There are several other ways of making presentations to your prospects. While they may not be quite as effective as an immediate dog-n-pony show they can be used to increase your effective reach to potential new customers.

There are mini-cd based business cards that can be handed out. You can even leave behind full-sized CD/DVDs that have one or more presentations on board.

Menus can be added that list various sales and information presentations. These can be much like the menus found on commercial motion pictures.





Vehicle Wrapping: The practice of completely covering a vehicle in a vinyl material which has an advertisement printed on it. In that advertising story should be a clear path to your web site.

Large delivery vehicles become 'mobile billboards' after being wrapped.

While a similar effect can be achieved by simply painting the vehicle, it's becoming more common today to use large vinyl sheet wraps. Any time more than one vehicle is needed or the design is complex (or photographic) the vehicle wrap is faster to complete and more cost effective.

These eye-catching "mobile" displays have shown a high CTR (Click Through Rate) in younger demographics.



The vinyl graphic wrap can be removed with relative ease, making it much less expensive to change from one advertisement to another.

Vehicles with large, flat surfaces, such as buses and light-rail carriages, are fairly easy to work with, though smaller cars with curved surfaces can also be wrapped in this manner. The trailer shown didn't carry a web site address, a definite case of many missed opportunities.

At this point we have dealt with many different aspects of offline promotion for your web site, you may have used some or many of before now, then again you may not have ever participated in an offline marketing campaign before. If you're one of the latter read the closing statement very carefully.



As you can see this list goes on and on. Put your web site URL and E-mail address everywhere your regular business address information appears.

Even if your business only exists in the virtual world you must realize ALL your customers live and always will live in the physical world and hence can be reached much better from the physical world. The moral of the story is never ever forget about the offline promotion of your web site. Your success or failure could depend on it.

Before you go on to the Step-By-Step Section: If you have other questions or need help please contact us at promotions@hrc4.net. We look forward to your feedback and please share any other placement ideas you use.

Redistribution: You may share this PDF file with others as long as NO changes, deletions, alterations or additions are made.

Here is the step-by-step part of this eBook. In order to have this work you must have a traffic statistic program for your web site. Ask your web hosting company where yours is and how you see or read the reports. Please follow along the step-by-step path.

Read the entire eBook (cover to cover) - wait a day or so and read it again.
Use planning lists, real world examples and worksheets to find and spark promotion ideas.
Make notes about what ideas fit within your budget / liking / business model
Select **ALL** appropriate items that have little to no cost and implement them.
Track the changes to web traffic

- During **ALL** contacts with new customers ask “What brought you to our web site?”
- During **ALL** contacts with new customers ask “May I add you to our email updates?”
- During **ALL** business card exchanges ask “May I add you to my email contact list?”
- Join and **USE** an email marketing program like Constant Contact at <http://www.hrcemail.com>

Wait one week
Select a few more items and implement them - track the change to web traffic
Wait one week
Select a second group of items and implement them
Track the changes to web traffic

Continue to ask new customers “**What brought you to our web site?**”
Continue to ask new customers “**May I add you to our email updates?**”
Continue in all business card exchanges to ask “**May I add you to my email contact list?**”

Wait one week
Select a third group of items and implement that group
Track the changes to web traffic
Wait one week

Now at one month into the web site traffic improvements evaluate what traffic changes that are measurable.

- Have you received any feedback?
- Has any method shown a direct or indirect result?
- Is your overall traffic up?

Re-read the entire eBook.
Make notes of what additional ideas fit within your budget
Select just one item and implement that suggestion - track the change to web traffic
Wait one week
Select a second item and implement that - track the change to web traffic
Wait one week
Select a third item and implement that - track the change to web traffic
Wait one week
Select a fourth item and implement that - track the change to web traffic
Wait one week
Continue to ask new customers “**What brought you to our web site?**”
Continue to ask new customers “**May I add you to our email updates?**”
Continue in all business card exchanges to ask “**May I add you to my email contact list?**”

Now at the end of two months into the web site traffic improvements evaluate what traffic changes that are measurable.

What additional feedback have you received?
 Has any method(s) shown a direct or indirect result?
 Is your overall web site / physical traffic up?

Skim this eBook again for new “future” ideas..
 Make notes of what additional ideas fit within your budget
 Select just one item and implement that suggestion - track the change to web traffic
 Wait one week
 Select a second item and implement that - track the change to web traffic
 Wait one week
 Select a third item and implement that - track the change to web traffic
 Wait one week
 Select a fourth item and implement that - track the change to web traffic
 Wait one week
 Continue to ask new customers “**What brought you to our web site?**”
 Continue to ask new customers “**May I add you to our email updates?**”
 Continue in all business card exchanges to ask “**May I add you to my email contact list?**”

Now at four months into the web site traffic improvements evaluate what traffic changes are measurable. Begin to remove any traffic building ideas that have an ongoing cost and have not shown any trackable increase in web site traffic.

For the next two months (the fifth and sixth month) see if removing some traffic building techniques have caused a change in the web site traffic. Is web site traffic up or down? If you have no loss of traffic or you continue to gain traffic then the removed techniques were not adding traffic.

At the start of the seventh month re-read the eBook and begin to add more ideas that you consider to be appropriate to your products or services.

Select just one item and implement that suggestion - track the change to web traffic
 Wait one week
 Select a second item and implement that - track the change to web traffic
 Wait one week
 Select a third item and implement that - track the change to web traffic
 Wait one week
 Select a fourth item and implement that - track the change to web traffic
 Wait one week
 Continue to **collect** customers and chance contacts email addresses!

- What additional feedback have you received?
- Has any method(s) shown a direct or indirect result?
- How much is your overall web site traffic up?

Watch for spikes in traffic. Following media appearances do you see a spike? Following presentations, lectures or demonstrations what affect occurs with your web site traffic?

For the rest of the year follow the increases to your web site traffic and continue with those techniques that work best for your individual web site. What promotions work the best and that you enjoy doing. Remember you are the boss ... empower yourself to make your work the best “job” you have ever had ... if it feels like work you are doing something wrong!

Understanding your web site's analytics and tracking is key to monitoring success in promoting an increase in traffic.

The actual process will vary from web host to web host. The software used will vary. The type of data collected is also going to vary. How that data is accessed changes from host to host. Contact your web host for specifics on this part of the process.

What Am I looking For?

Since you are advertising and promoting the primary or index page on your domain (www.yourdomain.com) you are looking for an increase of unique visitors to your page "index.html" or as some hosts report it the "root."

What you need to find is sometimes listed as referrers and / or entry pages. You want to see an increase in traffic or hits to " index.html " or "root " or " / ". In general you will have only one of those "pages" listed - not all three.

Looking at "Total Page Views" or "Hits" can be misleading. You want to see an increase in unique visits to your front page. As you add promotion to "yourdomain.com" the number of times that first page is called should be going up.

This is where you must apply human analysis of your web site analytics. In some cases your web hosting company will supply you with a graphic display of your web traffic and if the line is moving up that shows a positive trend in web site visits. Most web site owners stop there.

Promotion for a business web site needs to go beyond just traffic into measuring the behavior of that traffic. The goal is to have the traffic "do something" while they are on the web site or do something as a result of visiting your web site.

Web site Traffic Goal

Different web sites need different actions. If you are selling something online you need the action to be a purchase. When the web site is supporting a service business you generally want a phone call. If the web site promotes a retail store or restaurant you want a customer to stop in to that store and make a purchase. In general you want an increase in web site traffic to result in an increase in sales.

What is your web site's goal?

This where the worksheets come into play. So far you have seen the lists of the different ways that you can use offline promotions. Then you read examples of offline promotions. Then you read through the step-by-step plan to put offline promotions into action.

What is the first Offline Promotion Tool or Technique you will use?

Domain Names

<http://www.hrcdomains.com>

Web Site Promotion eBooks

<http://www.hrcstore.com/ebooks>

Web Site Promotion Printing in the Phoenix AZ Metro Area

<http://www.printinginaz.com>

Web Site Promotion Using Constant Contact Email Marketing

<http://www.hrcemail.com>

Email Promotion Requiring Follow-up Sales Letters

<http://www.hrc.aweber.com>

Promotional Apparel

<http://www.hrcstore.com/apparel>

Business Novelty Advertising

<http://www.hrcstore.com/bizads>

Pre-Show Cinema Advertising

<http://www.screenvision.com>

Royalty Free Stock Photography

<http://www.hrcstockphotos.com>

Drive Business To Your Site with I.D. It Plates

<http://www.iditplates.net/new/8732>

Template Web Site Graphics

<http://www.hrcstore.com/graphics>

Online Storage & Backup

<http://tinyurl.com/m6osor>

goals worksheet

- Definable Goals

Total Website Traffic	In Use ___	Assigned _____	Completed _____
Unique New Visitors	In Use ___	Assigned _____	Completed _____
More Time on Site	In Use ___	Assigned _____	Completed _____
Increase in Give-a-ways	In Use ___	Assigned _____	Completed _____
Increase in Specific Revenue	In Use ___	Assigned _____	Completed _____

- Understanding Analytics & Traffic

Terms	In Use ___	Assigned _____	Completed _____
Breakdowns	In Use ___	Assigned _____	Completed _____

- Tracking Event Effects

Unique URLs	In Use ___	Assigned _____	Completed _____
Event Goals	In Use ___	Assigned _____	Completed _____
Goal Follow-ups	In Use ___	Assigned _____	Completed _____
Big Picture Results	In Use ___	Assigned _____	Completed _____

- Tracking Appearance Effects

Specific Sales	In Use ___	Assigned _____	Completed _____
Unique URLs	In Use ___	Assigned _____	Completed _____
Event Goals	In Use ___	Assigned _____	Completed _____
Goal Follow-ups	In Use ___	Assigned _____	Completed _____
Big Picture Results	In Use ___	Assigned _____	Completed _____

- Tracking Sale Effects

Specific Sales	In Use ___	Assigned _____	Completed _____
Unique URLs	In Use ___	Assigned _____	Completed _____
Event Goals	In Use ___	Assigned _____	Completed _____
Goal Follow-ups	In Use ___	Assigned _____	Completed _____
Big Picture Results	In Use ___	Assigned _____	Completed _____

- Reaching & Reevaluating Goals

Reaching Goals	In Use ___	Assigned _____	Completed _____
Increase Goal Levels	In Use ___	Assigned _____	Completed _____
Reevaluate Goals	In Use ___	Assigned _____	Completed _____
Decrease in Goal Level?	In Use ___	Assigned _____	Completed _____

- Celebrations

In Use ___	Assigned _____	Completed _____
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- Achieved Goals

Total Website Traffic	In Use ___	Assigned _____	Completed _____
Total New Visitors	In Use ___	Assigned _____	Completed _____
Average Time on Site	In Use ___	Assigned _____	Completed _____
Increase in All Promotions	In Use ___	Assigned _____	Completed _____
Increase in Total Revenue	In Use ___	Assigned _____	Completed _____

paper products worksheet

● Business Cards	In Use ___	Assigned _____	Completed _____
● Letterhead	In Use ___	Assigned _____	Completed _____
● Return Envelopes	In Use ___	Assigned _____	Completed _____
● Appointment Cards	In Use ___	Assigned _____	Completed _____
● Sales Sheets	In Use ___	Assigned _____	Completed _____
● Shipping Containers	In Use ___	Assigned _____	Completed _____
● Business Reply Cards	In Use ___	Assigned _____	Completed _____
● Invoices	In Use ___	Assigned _____	Completed _____
● Statements	In Use ___	Assigned _____	Completed _____
● Customer Survey Literature	In Use ___	Assigned _____	Completed _____
● CVs	In Use ___	Assigned _____	Completed _____
● Estimates & Proposals	In Use ___	Assigned _____	Completed _____
● FAX Cover Sheets	In Use ___	Assigned _____	Completed _____
● Flyers, Door Hangers, Coupons	In Use ___	Assigned _____	Completed _____
● Holiday and Greeting Cards	In Use ___	Assigned _____	Completed _____
● Instruction Manuals	In Use ___	Assigned _____	Completed _____
● Menus - Inhouse and handouts	In Use ___	Assigned _____	Completed _____
Table Tent Cards	In Use ___	Assigned _____	Completed _____
Comment Cards	In Use ___	Assigned _____	Completed _____
Business Card Drawings	In Use ___	Assigned _____	Completed _____
● Web Site Postcards - 4X6 or 5X7 http://www.printinginaz.com	In Use ___	Assigned _____	Completed _____
● Price Sheets	In Use ___	Assigned _____	Completed _____
● All Product Literature	In Use ___	Assigned _____	Completed _____
● Products & Product Tags	In Use ___	Assigned _____	Completed _____
● Reminder Cards & Letters	In Use ___	Assigned _____	Completed _____
● In-business Guest Book (capture info)	In Use ___	Assigned _____	Completed _____

media worksheet

• Communications On Hold	In Use __	Assigned _____	Completed _____
• Banners / Track Displays	In Use __	Assigned _____	Completed _____
• Billboards & Building	In Use __	Assigned _____	Completed _____
• Cross Promos / Co-op Ads	In Use __	Assigned _____	Completed _____
• Direct Mail	In Use __	Assigned _____	Completed _____
• Presentations & Demos	In Use __	Assigned _____	Completed _____
• Shopping Malls	In Use __	Assigned _____	Completed _____
• Tasting Presentations	In Use __	Assigned _____	Completed _____
• Media PSAs	In Use __	Assigned _____	Completed _____
• Print Advertising	In Use __	Assigned _____	Completed _____
• Writing for the Media	In Use __	Assigned _____	Completed _____
• Interviews	In Use __	Assigned _____	Completed _____
• Coupon Packs	In Use __	Assigned _____	Completed _____
• Press Releases / Kits	In Use __	Assigned _____	Completed _____
• Promo & Training Videos	In Use __	Assigned _____	Completed _____
• Cinema Screens	In Use __	Assigned _____	Completed _____
• Waiting and Lobby Areas	In Use __	Assigned _____	Completed _____
• Radio and Television Ads	In Use __	Assigned _____	Completed _____
• Trade Show Displays	In Use __	Assigned _____	Completed _____
• Signage			
Transportation Benches	In Use __	Assigned _____	Completed _____
Crowd Signs	In Use __	Assigned _____	Completed _____
Corner Signs	In Use __	Assigned _____	Completed _____
• Classified Ads	In Use __	Assigned _____	Completed _____
• Yellow Page Ads	In Use __	Assigned _____	Completed _____
• Bulletin Board Postings	In Use __	Assigned _____	Completed _____
• Shopping Cart Ad Signs	In Use __	Assigned _____	Completed _____
• Reverse Side Ads (receipts)	In Use __	Assigned _____	Completed _____

rolling stock worksheet

• Your Daily Driver	In Use __	Assigned _____	Completed _____
• ID-IT Plates	In Use __	Assigned _____	Completed _____
• All Company / Fleet Cars	In Use __	Assigned _____	Completed _____
• Delivery Vehicles	In Use __	Assigned _____	Completed _____
• Farm Equipment	In Use __	Assigned _____	Completed _____
• Off-road Vehicles	In Use __	Assigned _____	Completed _____
• Fleet Tractors & Trailers	In Use __	Assigned _____	Completed _____
• Golf Carts	In Use __	Assigned _____	Completed _____
• Service & Security Vehicles	In Use __	Assigned _____	Completed _____
• Sponsored Race Cars	In Use __	Assigned _____	Completed _____
• Sponsored Race Motorcycles	In Use __	Assigned _____	Completed _____
• Sponsored BMX Bikes	In Use __	Assigned _____	Completed _____
• Bumper Stickers - Car Badges	In Use __	Assigned _____	Completed _____
• Vanity License Plates	In Use __	Assigned _____	Completed _____
• License Plate Frames	In Use __	Assigned _____	Completed _____
• Spare Tire Covers	In Use __	Assigned _____	Completed _____
• Car Wraps / Sales & Support Fleet	In Use __	Assigned _____	Completed _____
• In and on Taxi Cabs	In Use __	Assigned _____	Completed _____
• In and on Bus Transportation	In Use __	Assigned _____	Completed _____
• In and on Visitor Trolleys / Trams	In Use __	Assigned _____	Completed _____
• In and on Shuttle Buses	In Use __	Assigned _____	Completed _____
• In and on Commuter Trains	In Use __	Assigned _____	Completed _____
• Saddle Bags & Covered Wagons	In Use __	Assigned _____	Completed _____
• Parked Semi Trailers as Billboards	In Use __	Assigned _____	Completed _____
• Sponsor Clean Highway Sections	In Use __	Assigned _____	Completed _____

word-of-mouth worksheet

● Brag About Yourself			
Re-learn - "Not Polite"	In Use ___	Assigned _____	Completed _____
More Face Time	In Use ___	Assigned _____	Completed _____
● Self Promotion			
Accomplishments	In Use ___	Assigned _____	Completed _____
Expertise	In Use ___	Assigned _____	Completed _____
Products	In Use ___	Assigned _____	Completed _____
Services	In Use ___	Assigned _____	Completed _____
● Hobby Shows/Stores			
Teach Classes	In Use ___	Assigned _____	Completed _____
Craft Shows/Stores			
Teach Classes	In Use ___	Assigned _____	Completed _____
Vendor Shows/Stores			
Teach Classes	In Use ___	Assigned _____	Completed _____
● Public Speaking			
General Web Site Topics	In Use ___	Assigned _____	Completed _____
● Speak Out			
Letters - Newspapers	In Use ___	Assigned _____	Completed _____
Trade Publications	In Use ___	Assigned _____	Completed _____
● Show Success Model			
Conscious Effort	In Use ___	Assigned _____	Completed _____
Draws More Customers	In Use ___	Assigned _____	Completed _____
Talents	In Use ___	Assigned _____	Completed _____
Skills	In Use ___	Assigned _____	Completed _____
Awards	In Use ___	Assigned _____	Completed _____
Accreditations	In Use ___	Assigned _____	Completed _____
Community Service	In Use ___	Assigned _____	Completed _____
● Service Groups Presentations			
Business	In Use ___	Assigned _____	Completed _____
Networking	In Use ___	Assigned _____	Completed _____
Toastmaster's	In Use ___	Assigned _____	Completed _____
Lion's Club	In Use ___	Assigned _____	Completed _____
The Rotary	In Use ___	Assigned _____	Completed _____
● Media Outlets Perceived Expertise			
Television Appearances	In Use ___	Assigned _____	Completed _____
Radio Interviews	In Use ___	Assigned _____	Completed _____
● Apply Strict Ethics To WOMA			
Rumor Control	In Use ___	Assigned _____	Completed _____
Focus "organic" word of mouth	In Use ___	Assigned _____	Completed _____

novelty advertising worksheet

● Calendars	In Use ___	Assigned _____	Completed _____
● Pens & Pencils	In Use ___	Assigned _____	Completed _____
● Mugs & Cups	In Use ___	Assigned _____	Completed _____
● Water Bottles	In Use ___	Assigned _____	Completed _____
● Keychain Fobs	In Use ___	Assigned _____	Completed _____
● Keychain USB Drives	In Use ___	Assigned _____	Completed _____
● Keychain Flashlights	In Use ___	Assigned _____	Completed _____
● Keychain Photo Memories	In Use ___	Assigned _____	Completed _____
● Luggage Tabs	In Use ___	Assigned _____	Completed _____
● Message Magnets	In Use ___	Assigned _____	Completed _____
● Mouse Pads	In Use ___	Assigned _____	Completed _____
● Note Pads	In Use ___	Assigned _____	Completed _____
● Plastic Paper Clips	In Use ___	Assigned _____	Completed _____
● Promotional Calculators	In Use ___	Assigned _____	Completed _____
● Appointment Books	In Use ___	Assigned _____	Completed _____
● Telephone Stickers	In Use ___	Assigned _____	Completed _____
● Trade Show & Sales Bags	In Use ___	Assigned _____	Completed _____
● LED Flashers	In Use ___	Assigned _____	Completed _____
● Can & Bottle Openers	In Use ___	Assigned _____	Completed _____
● MP3 Player	In Use ___	Assigned _____	Completed _____
● Letter Opener	In Use ___	Assigned _____	Completed _____
● Stadium Cushion	In Use ___	Assigned _____	Completed _____
● Laptop Mouse	In Use ___	Assigned _____	Completed _____
● Product Dust Covers	In Use ___	Assigned _____	Completed _____
● Cell Phone Accessories	In Use ___	Assigned _____	Completed _____

apparel worksheet

• Baseball Caps	In Use ___	Assigned _____	Completed _____
• T-shirts	In Use ___	Assigned _____	Completed _____
• Polo Shirts	In Use ___	Assigned _____	Completed _____
• Denim Shirts	In Use ___	Assigned _____	Completed _____
• Sweatshirts	In Use ___	Assigned _____	Completed _____
• Button Down Shirts	In Use ___	Assigned _____	Completed _____
• Scrub Tops	In Use ___	Assigned _____	Completed _____
• Eco Bamboo Polos	In Use ___	Assigned _____	Completed _____
• Sweaters	In Use ___	Assigned _____	Completed _____
• Jackets	In Use ___	Assigned _____	Completed _____
• Team Uniforms	In Use ___	Assigned _____	Completed _____
• Rain Gear	In Use ___	Assigned _____	Completed _____
• Exercise Outfits	In Use ___	Assigned _____	Completed _____
• Shorts	In Use ___	Assigned _____	Completed _____
• Visors	In Use ___	Assigned _____	Completed _____
• Bucket Hats	In Use ___	Assigned _____	Completed _____
• Gym Bags	In Use ___	Assigned _____	Completed _____
• Universal Tote Bags	In Use ___	Assigned _____	Completed _____
• Laptop Cases	In Use ___	Assigned _____	Completed _____
• Expandable Attache Tote	In Use ___	Assigned _____	Completed _____
• Eco Grocery Tote	In Use ___	Assigned _____	Completed _____
• Backpack	In Use ___	Assigned _____	Completed _____
• Event Blanket	In Use ___	Assigned _____	Completed _____
• Kitchen Aprons	In Use ___	Assigned _____	Completed _____
• Personal Lunch Cooler	In Use ___	Assigned _____	Completed _____

salesforce worksheet

● Employees			
Involve Staff at All Levels	In Use ___	Assigned _____	Completed _____
● Receptionist! - Phone System			
Know Web URL & all emails	In Use ___	Assigned _____	Completed _____
May I add you to our email updates?	In Use ___	Assigned _____	Completed _____
● Exchanging Business Cards			
May I add you to my email list?	In Use ___	Assigned _____	Completed _____
● Vendor Staff - Informed	In Use ___	Assigned _____	Completed _____
● Signage – Sales & Display Signs	In Use ___	Assigned _____	Completed _____
● Humorous Guerilla Marketing			
Unusual Signs	In Use ___	Assigned _____	Completed _____
Unusual Places	In Use ___	Assigned _____	Completed _____
● Laser Signage (4th of July / Holidays)			
Water or Smoke	In Use ___	Assigned _____	Completed _____
Building Sides	In Use ___	Assigned _____	Completed _____
● Add To Rubber Stamps	In Use ___	Assigned _____	Completed _____
● Shipping Materials	In Use ___	Assigned _____	Completed _____
● Outside Salespeople Promos			
Handouts	In Use ___	Assigned _____	Completed _____
Customer Specific Promos	In Use ___	Assigned _____	Completed _____
Web Site Contests	In Use ___	Assigned _____	Completed _____
Blackberry email	In Use ___	Assigned _____	Completed _____
● Support Employee Activities			
Sporting Activities	In Use ___	Assigned _____	Completed _____
Clubs & Organizations	In Use ___	Assigned _____	Completed _____
Presentations	In Use ___	Assigned _____	Completed _____
Trade Shows	In Use ___	Assigned _____	Completed _____
Education	In Use ___	Assigned _____	Completed _____
● Employee & Web 2.0			
MySpace - Links Backs	In Use ___	Assigned _____	Completed _____
Facebook - Mentions	In Use ___	Assigned _____	Completed _____
Twitter - Tweets About	In Use ___	Assigned _____	Completed _____
Monitor vs Control?	In Use ___	Assigned _____	Completed _____
● Support Responsible Gaming			
Placement - Contests	In Use ___	Assigned _____	Completed _____
● Where in the World			
Apparel or Signs	In Use ___	Assigned _____	Completed _____