



## Internet Marketing

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How do you let people know about your services and products? What can you do to enhance the visitor experience? What tools can you use to offer visitors information without them having to contact you directly?

There are many ways to market your services and products online. You can put your website to great effect in marketing your business, using tried and tested tools to provide information to your visitors.

### **Email newsletters**

Sending newsletters by email is widely used by many businesses and organisations – it is a cost effective, powerful way of delivering information to your client base. Public access newsletters are also a good way of getting new clients – visitors to your site can choose to opt-in (and more importantly opt-out) to a newsletter, and have it delivered to their email account. Email newsletters can be formatted to have your company logo and colour scheme so that the newsletter is immediately identifiable as yours.

### **PDF information sheets/newsletters**

PDF documents (Portable Document Format) are widely used on the Internet today as a method of delivering printed information via a website or via email. Making your content available in PDF format is an excellent way of extending the usage of your content (often called re-purposing). Technical datasheets and even newsletter can also be offered in PDF format.

### **Forum systems**

A very good way of attracting visitors to your site (and indeed, bringing repeat visitors back) is to use a forum system. A forum allows visitors to communicate with each other using posts and threads of conversation. Forums can be specific (related to your products and services) or be general (general discussion). Your forum can also serve as a knowledge base for you and your clients as more and more visitors post information that is pertinent to your products and services. Forum software can also be customised to look just like your website, so that your visitors have a consistent experience when visiting your forum from your website.

### **RSS newsfeeds**

RSS (Really Simple Syndication) is a tool that allows content from your front page to be broadcasted to any other site that wishes to receive it. You can also publish RSS feeds from other sites through your own site (there is a BBC RSS feed on this page). The content management system that we use to build websites with (Joomla) has fully integrated RSS capabilities for both broadcasting information for your website and receiving information from other sites and publishing it.

### **Blogs**

Blogs are yet another great tool for generating fresh content on your site. Fresh content is good because search engines will be looking for it when they index your site. Blogs can also serve as a good project management tool for keeping track of information relating to a project.

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