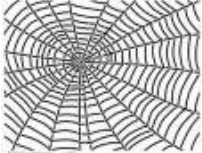


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Linking Strategy


Currently, the most popular way that new sites are found

Create reciprocal linking relationships with:

- Local teams, organizations, companies, schools, colleges
- (client) Conference or event archives
- Suppliers, Distributors, Partners
- Product brands
- Your clients
- Complimentary businesses
- Related products or services
- Local web calendars

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Bulletin/Message Boards



- Encourage your customers to talk about your products online
- Regularly mine public boards for postings about your offerings
- Periodically search the archives
- Monitor boards for opportunities to provide information, resources and links back to your programs
- Volunteer to moderate a public board
- Seed the conversation with (legitimate) topics that promote your value

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Listservs



- Subscribe to mailing lists related to your product lines or markets
- Monitor for trends
- Look for "thought leaders" and new product ideas
- Seed with topics
- Start your own with customers or business partners

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Promote your Website on all existing venues



- Business cards
- Stationery
- Newsletter/Magazine
- Signage
- Wearable Gear
- Radio / Television
- Bus / Van
- Temporary tattoos?

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Use Word of Mouth



- **Office answering machine**
"You've reached the xyz organization. Our office hours are 8am-5pm. You can submit questions or requests via email at INFO@xyz.org and we will respond within 24 hours. Or you can view our website at www.xyz.org."
- **Hold Message**
"While you're waiting, we'd like to tell you about a few of the clearance products we have. Our web site, www.xyz.com, has all the details..."
- **Voice Mail messages**
"Hi, this is Bob. I'm not here right now. I'm out working on our next tour to Alaska. You can learn more about it at www.xyz.org. Or you can leave a message after the beep..."

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Just the FAX from...
 your organization.org

FROM: _____
 TO: _____
 FAX # _____
 PAGE _____ OF _____

Catch Us!
 Assoc.org upcoming events


You can find out more about these--and other--events at www.assoc.org/events

Mar 16: Web Fly In Conference in sunny San Diego. Call 1-800-242-1234 to register

Mar 20: Professional Development Series "Safety in the Workplace" Part 3. Hyatt Hotel downtown. Email register@assoc.org

Apr 27: Free Seminar on "Your Retirement Health?" Too. Call 1-800-242-7896

Promote Your Products via FAX



Showcase of seasonal products or new ideas

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SERVICING

Meet their needs

- ▶▶ A personalized, customized experience
- ▶▶ Organized by their interests or needs
- ▶▶ Including decision support tools and information
- ▶▶ The capability to ask you questions
- ▶▶ Your (immediate?) response

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Provide a Variety of Navigation Options


The image shows three examples of e-commerce navigation interfaces. The top left is eBay, showing search and navigation options. The top right is ePromos.com, displaying promotional products by department. The bottom left is another eBay page showing specialty sites and categories. The bottom right is a navigation menu for ePromos.com with various product categories.

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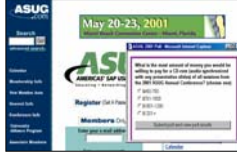
Offer options for Communicating with you and each other

The image shows two examples of customer service communication options. The top left is a Godiva page with a 'Customer Service' section listing various contact methods like chat, email, and phone. The bottom right is a 'Welcome to Lands' End Live' page with a 'Talk to us!' section offering phone and chat options, including input fields for name and phone number.

- Provide a range of options for communicating with you
- Communicate service levels and turnaround times for those options
- Anticipate their questions





RETAINING
Keep them coming back



Surveys and Polls


- Engage visitors
- Obtain market research
- Provide benchmarks
- Communicate findings to your market
- Create community






Give them a voice

- Allows for ongoing networking of members
- Lo
- Valuable insight into product enhancements, new product ideas, usage tips, application of products, case studies



Blogs

- Have a clear purpose
- Get your customers to speak for you
- Be consistent in your postings
- Encourage visitors to "chime in"



AARP Celebrates 2000 Convention Update- Day 4
Thursday, May 18

Afternoon Update
Visible throughout "AARP Celebrates 2000" was AARP's new logo, a subtle shift in its familiar image intended to capture the organization's contemporary energy and promise of service to its members.

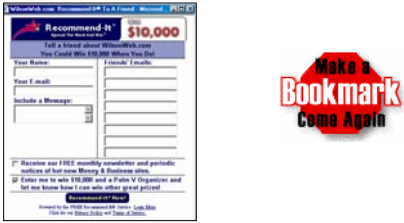
Throughout the final day of convention, volunteers and AARP staff devoted a continued burst of energy to engaging with the thick throngs of members. The pace was more leisureed than on the frantic opening day and during the excitement surrounding the major ceremonies and the Vice President's appearance at mid-week.

At the AARP exhibits, visitors aided by staff delved in depth into questions about AARP membership and benefits. Experienced representatives helped members explore AARP community programs and learn about ways they could get help or volunteer in their own home towns.

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Invite them Back
Invite them to Tell Others

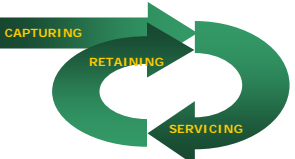
If you like this site,



Make a
Bookmark
Come Again

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What's YOUR Shoestring Idea??



- There's a lot YOU can do to improve your visibility on the Web
- Lower Cost often equals higher labor
- Customer-centric focus – Learn from your market
- Vigilance, attention, and responsiveness will win in the end

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Internet Strategy for Nonprofit Organizations
Helping organizations realize the potential of internet technologies



Thank you!

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