

ellipsis partners  inspiring possibilities, informing choices...

**PPAI 2007**  
**Internet Marketing on a Shoestring**

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...provide you with a collection of low-cost or no-cost tactics for marketing your offerings online

Get them to your site

**CAPTURING**

**RETAINING**

**SERVICING**

Bring them back

Serve them


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**Capturing**

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- Getting them to your site
- Getting them to what they want








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**Search Engine Optimization**


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- Set up Tags and Design for **Search Engines**
- Update Metatags based on site stats, organizational changes and seasonality





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**Register Your Site**

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Register with **Directories**: Yahoo, Google, AOL, Switchboard, CitySearch, Local Directories, Shopping portals, Chamber of Commerce, Team Sites, etc.

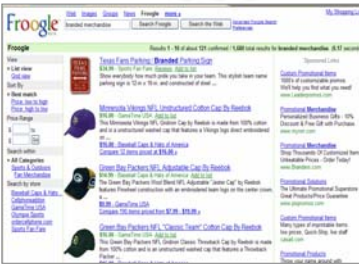





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**Register your Products**

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## Paid Placements

**Google AdWords**

- no minimum budget
- choose terms
- pay only for CPC/click-thru

Keywords	Estimated Avg. CPC	Estimated Ad Position	Match Type
tablet	\$1.21	1-3	AdWords
funny tablet	\$0.63	1-3	AdWords
tablet printing	\$0.57	1-3	AdWords
children tablet	\$1.06	1-3	AdWords
netix tablet	\$0.81	1-3	AdWords
verage tablet	\$0.60	1-3	AdWords
tablet tablet	\$2.06	1-3	AdWords
tablets	\$1.32	1-3	AdWords
tablet designs	\$1.75	1-3	AdWords
1 tablet	\$1.67	1-3	AdWords
affordable tablet	\$1.27	1-3	AdWords
cool tablet	\$1.11	1-3	AdWords
newly tablet	\$1.10	1-3	AdWords

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## Linking Strategy

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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

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- 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

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- 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 URL

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

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## Use Word of Mouth

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- 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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## Retaining Keep them coming back

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**Surveys and Polls**

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## Give them a voice

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

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## Blogs

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

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## Blogs

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- Have a purpose and stick to it
- Offer real and unique value
- Push customers to use it
- Blog SPAM danger

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## eCoupons

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- frequent shoppers are rewarded when they reach a certain level of value or purchases
- shoppers are encouraged to return with an e-coupon towards future purchases
- incentives to encourage customers to purchase immediately rather than waiting for a better deal or shopping elsewhere
- first time customers are offered special deals in order to help turn them from browsers into purchasers
- used to encourage customers to sign up for e-newsletters, with the newsletter helping to increase sales and build your customer database
- Coupons usually include a code that the customer is required to enter before they finalize their order to receive the discount.

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## Invite them Back Invite them to Tell Others

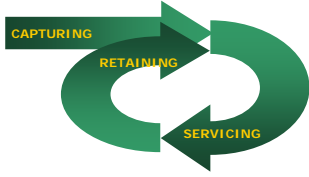
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## What's YOUR Shoestring Idea??

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- 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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## Thank You!

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**Jeanne L. Allert**  
**Ellipsis Partners**  
Baltimore-Washington  
[jallert@ellipsispartners.com](mailto:jallert@ellipsispartners.com)  
[www.ellipsispartners.com](http://www.ellipsispartners.com)

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